



Santa Barbara Inn

August 18, 2003

Mr. Mokhtar Ramadan
Chief Executive Officer
Hospitality Marketing Concepts
15751 Rockfield Blvd., Suite 200
Irvine, CA 92618

Dear Mr. Ramadan,

2003 brings about our 3rd year of working together with Hospitality Marketing Concepts and we here at The Santa Barbara Inn are quite pleased with the results we've seen. With over 1000 members, we developed a local loyal clientele that continues to bring guests through the door day after day especially with our slower meal periods such as lunch and brunch. We have taken advantage of the mailing labels and emails blasts that help us market special events and some of our members have gone on to book their own banquets. The tracking reports that HMC provides enable us to learn more about our market strengths and demographics.

We want to thank HMC for it's continued attention to our hotel and for making the Santa Barbara Inn a success both locally and nationally. More importantly, I would like to thank Jennifer Christ for her continued support of our hotel and restaurant. As you know, relationship building is the key to success in our businesses. I can assure you continued future success with Jennifer at the helm.

Keep up the great work!

Sincerely,

Mr. Tom Beedon
General Manager
Santa Barbara Inn