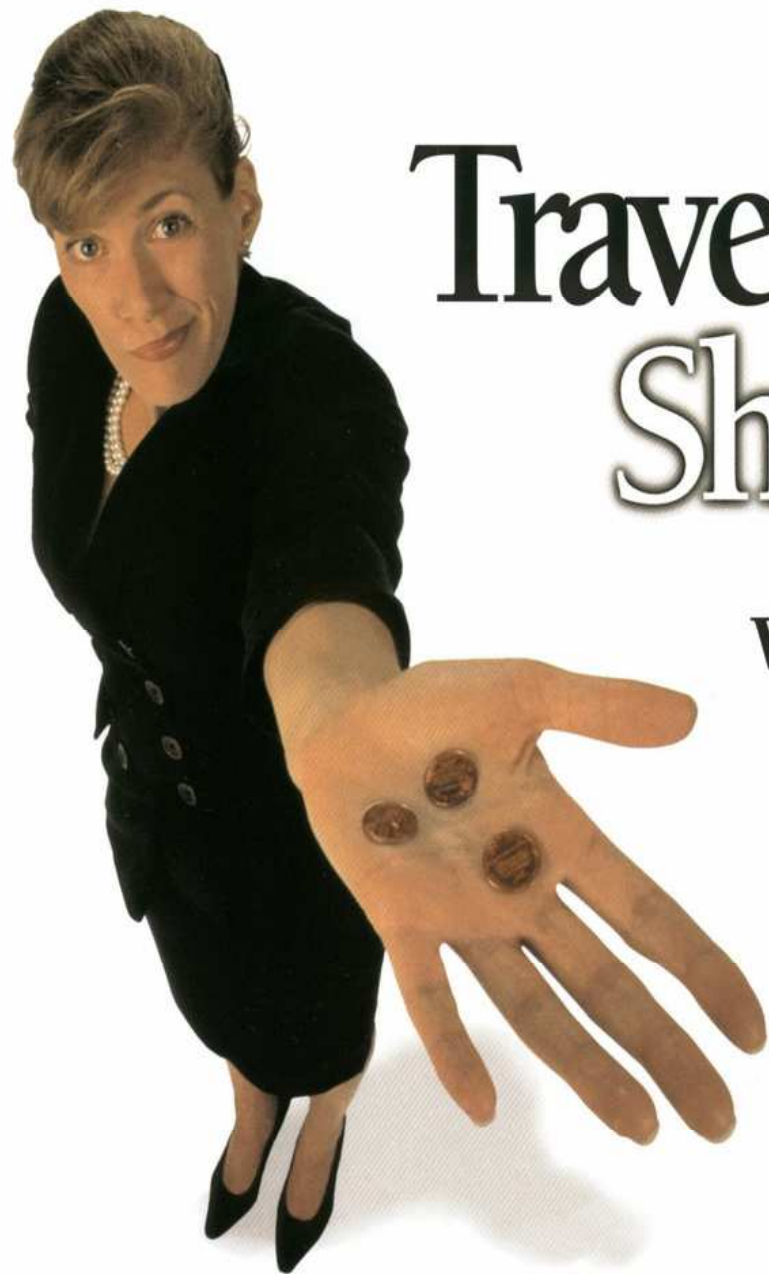


AUDIENCE: sales teams, managers and corporate travel dept staffers

TIMING: 2001-2002; travel industry struggling; corporate travel budgets undergoing deep cuts.

OBJECTIVE: Hotel in very competitive, highly desirable locale. Client wanted strong value message as comparison against costlier Marriott, Hyatt and Embassy Suites choices.

STRONG RESULTS: Client eventually expanded to multi-card series, varying creative and offers.



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PLEASE NOTE: This preferred rate is available April 15 through June 30, 2001, and does not include sales tax. Rate is commissionable to all travel agents.