



October 15, 2003

Ms. Lynore Reiseck
Travel Director
Elite Traveler Magazine
801 Second Avenue
New York, NY 10017

Dear Lynore;

I wanted to drop you a note and let you know how excited I am about the results we have received from the advertorial we ran in your July/August issue as well as the advertisements we have continued to run since the advertorial. As you know, there are many publications that claim to reach the hard-to-reach ultra-wealthy consumers we are targeting, so we are always very skeptical about the ability of magazines and newspapers to deliver for us. Our benchmark at the end of the day is what actually closed as a result of the advertorial/advertisement.

To our pleasant surprise, the responses continue to be very high quality, and already, we have closed over \$1,000,000 in Membership sales and continue to work on closing additional Memberships as a result. To say we are excited is, needless to say, an understatement!

We look forward to continuing our relationship with Elite Traveler!

Sincerely yours,

Mike Hess
Vice President - Marketing