



May 11, 2010

Mr. Phil Goodman  
Genergraphics, Inc.  
1905 Diamond Street, Suite B  
San Marcos, CA 92078

Dear Phil,

Since we have been using Genergraphics® at Harrah's & Harvey's Lake Tahoe, it has helped increase sales to meeting planners. I have gained invaluable insights on the need to better understand and communicate with the mix of generations. This has prompted us to develop group programming and advertising to the various generations without alienating one from the other.

That being said I felt compelled to relate to you several initiatives that we continue to incorporate and develop into true application. These programs demonstrate the value of taking the process and applying it to the many disciplines within the travel industry in order to better communicate effectively.

First of all we incorporate a generational message within the many components of our promotional and advertising messages. Not to negate the Boomer as a primary generation of group planners but it is critical at this juncture that we address the Gen-X and Gen-Y generations as they are the up and coming planners within our industry. By taking the same message within our ads or promotions we deliberately slant the communication to all of the generational groups. We have had many positive responses from our clients recognizing our efforts.

Additionally we have incorporated Genergraphics into the sales and hotel operational process. Consideration has been given to every aspect of a clients programming based on generational mindsets and lifestyles of the companies' delegates. Sales Managers work with planners on all aspects of a groups mix and discern how to develop a comprehensive meeting, food and beverage and activities program that will engage all generations.

We are now bridging Genergraphics into every aspect of our Group Sales and advertising process realizing that by understanding the mindset, attitudes and lifestyles of the various generations we will be able to attract, communicate effectively and execute viable programs that truly understands the needs of all generations.

I am looking forward to learning about your new social media and generational training programs next month in the Reno and Lake Tahoe seminars.

Most Sincerely,

A handwritten signature in black ink, appearing to read "Stephen P. Lowe".

Stephen P. Lowe  
Director of Sales  
Harrah's & Harveys Lake Tahoe