



Hyatt Regency Waikiki  
Beach Resort and Spa  
2424 Kalakaua Avenue  
Honolulu, HI 96815 USA

Telephone: 808.923.1234  
Fax: 808.926.3415

Mr. Phil Goodman  
President  
Western Media Corporation  
P.O. Box 130279  
Carlsbad, CA 92013

Dear Phil,

On behalf of Hyatt Regency Waikiki Beach Resort and Spa, I would like to congratulate you and your staff at Western Media Corporation on the success of the four week radio campaign in Los Angeles that you placed for our property and ran during August-September 2011. The results were outstanding for our *Waikiki Wow* package, and reservations are continuing to be booked from the campaign. To date, we have booked \$550,000 in revenue with an ADR of \$267.15.

The selection of the radio stations that you obtained for us was excellent. You really "hit the nail on the head" in reaching the Boomer and Gen-X generations, which is the majority of the guests that stay with us. I also believe that your production of the generational radio spots for the campaign contributed to its success.

We are looking forward to our next radio campaign in January! Please feel free to use our property and the campaign results from our program as a recommendation to other 4 or 5 star properties that are seeking a cost effective and successful advertising program to sell room nights.

Sincerely,

A handwritten signature in black ink, appearing to read "Brad C. Mettler". The signature is fluid and cursive, with a large initial "B" and "M".

Brad C. Mettler  
Director of Sales and Marketing  
HYATT REGENCY WAIKIKI  
BEACH RESORT & SPA