

ATLANTIC RESORT MANAGERS, INC
23 Ocean Lane
Hilton Head Island, SC 29928

December 3, 2010

SUBJECT: REVISED OWNER USAGE PLAN

Dear Mariners Inn Owner:

Outlined below are the steps you **MUST** follow when booking an Owner's Rate or Friend of Owner's Rate reservation. The only exception are reservations for Owners Meetings. Reservations for Owner's Meetings should continue to be booked through Robin Weiss, Executive Assistant, at (843) 341-8023-ph. (843) 321-8034-fax or email address: robin.weiss@hilton.com.

All other reservations **MUST** be booked through the Tampa Reservations Hub and only by an owner and only within the 90 days prior to the requested arrival date. Specific client numbers (outlined below) must be given for both types of reservations. **The rates WILL NOT be available without the client number. Further, the rates WILL NOT be available if the projected occupancy of the resort is more than 90% any time during the requested stay dates.**

OWNERS PLAN

In order to make an Owner's Rate reservation:

- The owner must call the TAMPA Reservations Hub toll-free at (866) 625-2496. This may be done at any time **within the 90 days prior to the requested arrival date**. *The rate will be active only within the 90 days prior to the arrival date, and the reservation must be booked by the owner.*
- The owner should give the **corporate client #2631389**, and give the requested dates of stay.
- If the rate is available, the reservation will be made. The owner will need to provide his/her name, address, telephone number, and his/her credit card information.
- The rate will be locked in and confirmed, and the owner will be provided a confirmation number. *The reservation will be subject to all normal hotel policies, including a one-night room and tax charge for no-shows and late cancellations (cancellations made within 7 days of the reservation start date.)*
- The owner's status will be verified at the hotel, and the name and address on the reservation will be confirmed. At check-in, the owner will be required to show a valid ID that matches the name and address on the reservation. If the information does not match, the rate will NOT be honored and the Best Available Rate will be offered.

FRIEND OF OWNER'S PLAN

In order to make a Friend of Owner's Rate reservation:

- The owner must call the TAMPA Reservations Hub toll-free at (866) 625-2496. This may be done at any time **within the 90 days prior to the requested arrival date**. *The rate will be active only within the 90 days prior to the arrival date, and the reservation must be booked by the owner.*
- The owner should give the **corporate client #2631933**, and give the requested dates of stay.
- If the rate is available, the reservation will be made. The owner will need to provide his/her name, address, (which will be typed into the address lines), the owner's telephone number, and credit card information, as well as the guest's name.
- The rate will be locked in and confirmed, and the owner will be provided a confirmation number. *The reservation will be subject to all normal hotel policies, including a one-night room and tax charge for no-shows and late cancellations (cancellations made within 7 days of the reservation start date.)*
- The owner's status will be verified at the hotel, and the name and address on the reservation will be confirmed. If the information does not match, the rate will NOT be honored and the Best Available Rate will be offered.
- After the owner's information is verified, the address and telephone number will be changed to the Friend of Owner's information. This will be done at check-in.

IMPORTANT POINTS

There are several points to emphasize:

- Reservations may be made ONLY through the toll-free Tampa Reservations Hub at (866) 625-2496. Reservations will NOT be booked at the Hotel.
- **The rates WILL NOT be available without the client number. Further, the rates WILL NOT be available if the projected occupancy of the resort is more than 90% any time during the requested stay dates.**
- The hotel staff is unable to make reservations and cannot override inventory determinations established by Tampa. *If the Tampa Reservations offices states that neither rate is available, then neither rate is available. The hotel cannot and will not intercede.*
- Both rates will be available ONLY within the 90 days prior to the requested arrival date.
- The rates will be available ONLY if the appropriate client number is given. The Reservations office has been instructed that, if the appropriate number is not given, the rate cannot be quoted.
- Upgrades to courtyard view, ocean view or a two-room suite may be reserved ONLY at an additional charge.
- Specific room number requests CANNOT be guaranteed.

IMPORTANT POINTS Con't.

- The \$9.00 daily parking fee and all normal taxes apply. Rates do not include breakfast.
- The owner's name, address, and telephone number MUST appear on all Owner's rate and Friend of Owner's Rate reservations. This is for verification purposes only. If the hotel is unable to verify ownership, the rates will NOT be honored.
- Reservations for owners' adult children must be booked at the Friend of Owner Rate. They do NOT qualify for the Owner's rate.
- A valid credit card is required for all bookings.
- All hotel policies will be enforced, including the hotel's (7) day cancellation policy. Any late cancellations (cancellations made within 7 days of the reservation start date) or no-shows will be charged one night's room rate plus tax.
- If the hotel is forecasting more than 90% occupancy for any date, neither rate will be available on that date.
- To qualify for Owner's rate on a room, the Owner himself must be a present guest and the paying party in addition to all other conditions having been met.
- Owner's family may be included under Owner's rate with the Owner present to include parents, children, brothers and sisters of owner.
- Under no circumstances will Owners rate prevail unless the named Owner is present.
- Legal entities other than individuals may not have more than two officers listed with the Hotel previous to placing reservation as eligible for Owners rate.
- No owner may reserve more than three (3) rooms per night total.
- **Both corporate client numbers (for booking Owner's Rate and Friend of Owner's rate reservations) are for use by owners ONLY.** Owners are NOT permitted to share these numbers with any person who is not an owner of a unit at the HILTON OCEANFRONT RESORT.
- **Any violations, attempted abuse of the system or pressuring of staff to do so could result in the loss of privileges.**
- The Reservations Hub has been instructed to advise owner's to direct any questions or complaints to the appropriate Advisory Board member.

Provided below are the Owner's Rates and Friend of Owner's Rates for 2011:

OWNER RATES FOR 2011

	<u>ROOM</u>	<u>SUITE</u>
<i>January 1, 2011 through March 31, 2011</i>	\$ 45	\$ 90
<i>April 1, 2011 through October 31, 2011</i>	\$ 75	\$ 150
<i>November 1, 2011 through December 31, 2011</i>	\$ 45	\$ 90

FRIEND OF OWNER RATES FOR 2011

	<u>ROOM</u>	<u>SUITE</u>
<i>January 1, 2011 through March 31, 2011</i>	\$ 70	\$ 140
<i>April 1, 2011 through October 31, 2011</i>	\$ 110	\$ 210
<i>November 1, 2011 through December 31, 2011</i>	\$ 70	\$ 140

EXTENDED STAYS MORE THAN SEVEN DAYS, PLEASE CONTACT HOTEL DIRECTLY OR ROBIN WEISS AT 843-341-8023.

Owner Discounts at Hilton Oceanfront Resort

- Parking Fee Waived
- Owners receive a 25% discount on All F& B purchases.
- Owners receive a 25% discount in the Mariners Gift Shop.
- Owners receive a 25% discount on all SPA Merchandise Only.

Owner Meetings

- Discounted meeting rates: March and November \$45 rate and September \$75 rate.
- Three Owners meetings are held each year, typically over a weekend and the Owners are provided a complimentary breakfast and lunch for 2 days and a cocktail party on Saturday evening.

The foregoing was designed as an economical accommodation to owners while avoiding a negative effect on distributions.

Sincerely,

ATLANTIC RESORT MANAGERS, INC.

Respectfully,

John V. Volpe

President, ARMI