



Dear Peter,

I want to take this opportunity to thank you, and the entire VOILÀ Hotel Rewards team, for a remarkable job in launching the Lexington Rewards program.

When Lexington was launched four years ago, we began evaluating frequent guest programs. It was obvious that there was a compelling, competitive need to have a points-based frequent traveler program. Not only did corporate management recognize this need; but it was universally supported by our member hotels. Lexington went through an extensive review of programs that lasted well over a year.

Our objective was to find a program that provided our guests with flexible rewards and that was financially reasonable for hotel owners and operators. The VOILÀ program meets all these criteria. Guests can redeem points with participating hotels, airlines and merchandise providers. At the same time, the program is reasonably priced and easy to administer at the hotel level.

The ability to promote the Lexington brand as well as individual hotels to the VOILÀ membership network is a remarkable benefit to Lexington as we strive to promote brand awareness and recognition.

We were fortunate that one of our member hotels suggested that we consider VOILÀ and, in the end, you won out. You and your team have exceeded our expectations in rolling out the program. The hotels are happy, the corporate staff is happy and our guests are happy.

We look forward to a long and happy relationship.

Sincerely,

A handwritten signature in black ink that reads "Bill Hanley". The signature is written in a cursive, flowing style.

William J Hanley

Group President, Lexington by Vantage a collection of unique inns, hotels and suites worldwide