



BY CHOICE HOTELS

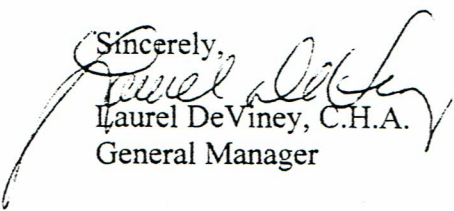
January 16, 2003

To whom it may concern:

This letter is to sing the praises of a great business South Florida Business Administration and it's leader Al Jabaly. We were fortunate to participate via the Bradenton Centennial Cartoon Map this year and the response has been fantastic. The maps provide a colorful easy to read, representation of a specific area, and give area businesses a chance to promote themselves. As a new hotel in this market, the map provided us a leg up advantage, by being represented on the cover. Our guests have found the maps extremely useful, and all businesses represented have achieved added visibility within our area. A winning situation for all participants.

Additionally, Mr. Jabaly could not be more enjoyable to work with. His professional attitude and commitment to his projects is fantastic, and I truly hope we can partner again on future maps.

Sincerely,


Laurel DeViney, C.H.A.
General Manager