

July 13, 2008



Mr. Phil Goodman, President  
Western Media Corporation  
P.O. Box 130279  
Carlsbad, CA 92103

Dear Phil,

With the recent successful culmination of the resort's Generational Radio Ad Campaign in Southern California, I wanted to briefly recap the positive results that have been achieved.

As you had recommended, the program targeted the Boomer and Gen X markets with separate messaging for each segment utilizing a combination of 30 & 60-second spots which aired during March/April, 2008.

The campaign was conceived to aid Lake Arrowhead Resort & Spa in further branding/positioning the property and, most importantly, to capture a stream of new incremental leisure traffic during an off-peak time period. And, the good-news is, that at conclusion of this program, (June 30, 2008), we have recorded a total of 1,622 room-nights and, close to \$400,000 in gross revenues as a direct-result of this high-profile promotional campaign! This was noteworthy in a down-economy.

As planned, the radio ads drove interested listeners to the resort's unique landing page and general website. Additionally, as the ad spots aired, the resort's 800-lines would "light-up" with interested radio-listeners. Also of note, we continued to receive bookings from this campaign 8-10 weeks after the on-air schedules had ended.

I would also like to mention that the initial training sessions that you personally conducted at the resort which took place just before the radio ad campaign kicked-off, were very instrumental in permitting the resort to achieve a fast-start and, to getting our staff involved in positive fashion.

Without question, our experience with this program clearly confirmed the importance of going after the Boomer and Gen X markets on a separate basis through the effective utilization of generational marketing strategies. With this in mind, I would recommend this type of program to any resort that needs aid in capturing increased incremental traffic within the leisure market.

Phil, thanks for your partnership in providing us with your firm's "turn-key" Generational Radio Marketing Campaign which allowed the resort to significantly increase our 2<sup>nd</sup> quarter traffic results in a substantial way!

Regards,

*Karl*  
Karl Wentzel  
Director-Sales & Marketing  
Lake Arrowhead Resort & Spa

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