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December 21, 1995

Mr. Richard Berman
The Guest Choice Network
607 Fourteenth Street, N.W.
Suite 1110
Washington, D.C. 20005-2000

Dear Rick:

Thank you for your proposal on establishing the Guest Choice Network. We at Philip Morris believe in the general principals supporting this concept and would like to contribute to its development. As such we pledge \$600,000. to be used to form alliances, solicit other sponsors in this program and build the base of knowledge you need to be successful.

We are particularly interested in your efforts to educate the members of the hospitality industry on all issues that affect their business. We hope that the participation by us and others will form the foundation for a more informed hospitality industry.

Sincerely,



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