



May 5th, 2011

Dear Hotel Otto,

Congratulations on being chosen as an Expedia® Insiders' Select™ 2011 hotel, one of Expedia's top-ranked properties!

The Expedia Insiders' Select list is an annual award recognizing the very best hotels available in Expedia's global marketplace, as judged by the experiences of Expedia's customers. Based on more than 500,000 guest reviews submitted annually by our travelers, your hotel was one of only 500 selected winners worldwide. Your property has been identified by Expedia customers as consistently delivering superior services, an exceptional guest experience and notable value; earning a place on the Insiders' Select list is a testament to your ongoing commitment to excellence.

Expedia will be actively promoting 2011 Insiders' Select winners with a special award designation next to your property description on our global web sites. You will also receive a winner plaque to display at your property. If you would like to announce within your market that you have been awarded this designation, please use our Public Relations template. In order to encourage guests to continue posting reviews of your hotel, please also pass along the Guest Review instructions sheet upon checkout. Finally, we have prepared a list of Frequently Asked Questions to provide you with more information on the Expedia Insiders' Select program. All of these materials can be found with the winner email you received or obtained from your Market Manager.

Again, please allow us to offer our congratulations on your inclusion in this elite group. If you have any questions or comments, please contact your Market Manager. Thank you for being a valued Expedia partner. We look forward to continuing to work together to promote your hotel.

Sincerely,

Gary Fritz and Dhiren Fonseca  
Co-Presidents  
Expedia® Partner Services Group