



Sheraton Park Hotel at the Anaheim Resort

1855 South Harbor Boulevard
Anaheim, California 92802

January 25, 2008

To whom it may concern,

Sunset Parking has been our parking operator of choice for the Sheraton Park Hotel at the Anaheim Resort since our re-opening in April 2006, after we completed our \$35 million remodeling project. We not only own, but operate the hotel as well. We are delighted to report the relationship with Sunset Parking has yielded dramatic improvements compared to our previous operator. The financial impact of utilizing Sunset's services has been very impressive with year over year growth in our parking revenues.

Throughout our remodel phase, we received expert advice from Sunset on parking lot design, choosing the right automated parking equipment and creating a sign package that would ensure smooth traffic flow throughout our property.

We have a complicated parking lot at our hotel, which we share with Morton's The Steak House; however, the sign package created by Sunset provides customer friendly directional instructions indicating the most efficient payment methods and access points for the different user groups. Our property has 2 automated exits that accept overnight guest passes, credit cards, employee cards and one manned booth for all types of payment.

We have found Sunset to be a hands-on parking company with quality leadership from the executives to the on-site managers. In rare circumstances when problems do arise, Sunset is dedicated to finding solutions quickly and efficiently. Even the front line employees can make supervisory decisions when necessary because they are empowered to take matters into their own hands and take care of our guests on the spot!

We treat Sunset's staff as if they were employed by us. They eat in our cafeteria, attend our meetings and outings, participate in our promotions, and adhere to our strict grooming standards. In fact, we are using their custom uniform supplier for some of our own uniforms.

Sunset maximizes our parking revenue, provides great customer service, and operates from a strong set of well-defined company values. Simply put, we like to do business with Sunset because good people seek out good people and we are grateful to have Sunset on our team!

Please call me if you have any further questions. I hope you will take advantage of the opportunity to work with the team we consider the premier parking operator on the West Coast.

Sincerely,

Robert J. Suits

President / General Manager

Northwest Hospitality Group / Sheraton Park Hotel

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