

dkc NEWS from

DAN KLORES COMMUNICATIONS 386 Park Avenue South, 10th Floor, New York, New York 10016
tel:212.685.4300 fax: 212.685.9024

October 28, 2008

Victoria Martinez
Vice President
Dan Klores Communications
386 Park Ave South
10th Floor
New York, NY 10016
United States of America

Dear Victoria ,

Congratulations!

On behalf of the HSMAI Board of Directors and the Adrian Awards Advisory Committee, I would like to be the first to congratulate you. Out of almost 1,300 entries submitted this year, your entry/entries were judged as one of the best in your entry category by expert hospitality, travel, tourism and media professionals. Judges were asked to evaluate each entry based on its own merit and success in achieving its objectives. At least three judges reviewed each entry. Below is your winning entry/entries:

Award Level: Bronze
Entry Id: 5443
On Behalf of: Half Moon
Entry Title: Fern Tree, The Spa at Half Moon
Division: PUBLIC RELATIONS
Entry Type: I. Spa
Category: 21P. New Opening/Launch

Please review the attached Silver/Bronze Winner Packet and note deadlines in your calendar now. The first deadline of **December 5, 2008** is fast approaching and if you foresee a problem getting the materials by the requested deadline, please let Kim Almstedt (kalmstedt@hsmi.org) know as soon as possible.

We hope you and others from your organization will join us at the 2009 Adrian Awards Gala on Monday, January 26, at the New York Marriott Marquis, where we will honor your achievement and you may pick up your award certificate. VRX photographers and industry press will be on hand to interview award recipients and take photographs. Tickets and tables to the Adrian Awards Gala may be purchased online at www.adrianawards.com or fill out the gala reservation form in your packet. Keep in mind that seating is prioritized on a first-come, first-served basis, so reserve early.

Again, congratulations and thank you for leading the industry in your hospitality sales and marketing efforts.

Sincerely,
Fran Brasseur, Executive Vice President
HSMAI

t: 703.506.3280
f: 703.506.3266
1760 old meadow rd., suite 500
mclean, VA 22102
www.hsmi.org