



***Rand McNally listed Lake Tahoe as the No. 1 Ski Destination for Winter 2010-11***

January 28, 2011

Dear Lodging Partner,

I'm starting to receive good numbers of registrations for American Century Celebrity Golf volunteers. I would like to send hot lodging deals out with confirmation letters. If you would like your property's package information to be included in the communication to the volunteers I need the package by February 14, 2011. The dates for ACG are July 12-17 and you might encourage additional days with your offer.

Here are some facts about our volunteers:

- 81% of our volunteers come from outside the Tahoe basin and Carson Valley.
- 39% spend mid-week days at the Tournament in addition to Friday through Sunday.
- Many volunteers plan their vacation around the tournament and have returned year after year, some from its inception 22 years ago.
- Our 400 volunteers make execution of the Tournament possible. Without them there would be no Tournament.

Remember, please e-mail or fax your package to me by February 14, 2011 to be included.

Thanks again for your continued support!

Best regards,

A handwritten signature in black ink that reads "Mike Frye".

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Lake Tahoe South Shore has been awarded the Overall Start City of the Amgen Tour of California, the largest professional cycling race in the USA and #2 in the world!