

David T. Kong
President and Chief Executive Officer



Best Western
International, Inc.
THE WORLD'S LARGEST HOTEL CHAIN®

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March 1, 2011

Mr. Victor Martin
BEST WESTERN PLUS Sterling Inn
34911 Van Dyke Ave
Sterling Heights, MI 48312-4662

Dear Victor,

Congratulations on receiving the All-Star Governor award! Out of nearly 200 Governors, only two are chosen per District each year for this honor. You should be proud to have been selected by Board Director Dave Amin to receive this distinction.

I am glad I had the opportunity to stay at your property last spring, when it hosted the District III Meeting. You run a top-notch operation – and it is heartening to see you bring the same commitment to excellence to your Governor's role.

I personally value the work of you and your fellow Governors. Your input, perspective and guidance help me in my job.

We appreciate the commitment of your time and expertise that you make in order to go above and beyond for the membership of Best Western International.

Again, thank you and congratulations.

Warmest regards,

A handwritten signature in blue ink that reads "David".

David Kong
President & CEO