

VAIL REALTY & RENTAL MANAGEMENT, INC.

May 14, 1991

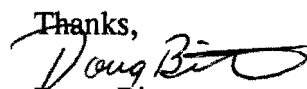
Mr. Ed Rigsbee
Box 6425
Westlake Village, Ca. 91359

Dear Ed,

I just wanted to take a second to let you know how much we have benefitted here at Vail Realty & Rental Management, from our meeting with you this spring.

As a small company it is not always easy to have the advertising impact of the larger firms that have seemingly unlimited budgets . However, with the techniques we learned from Maverick Marketing, we now have the ability to get the kind of publicity that can get us into markets that had previously been unapproachable, like Europe and the Pacific Rim. And when you consider that the cost involved is negligible in proportion with the value received, it is hard to believe that it took me so long to hear about it. I guess that your own publicity problem would be that people may put you into the "this is too good to be true" category.

Well, as long as there are those individuals out there that don't believe that so much can be had for so little, it leaves just that much more for the rest of us. And I guess that is the whole idea of being a maverick.

Thanks,

Doug Bitetto