

**WYNDHAM PHOENIX<sup>SM</sup>**

February 5, 2007

Mike Pendergraft, President  
American Valet  
Sent Via Fax: 602-861-0311

Dear Mike,

You requested that I send you a reference letter as soon as possible. Unfortunately, I need to be leaving in a just a few minutes and so this will be a bit more concise than might otherwise be the case.

I suppose I will start by saying that I have dealt with a number of parking companies here at the Wyndham Phoenix. Based on my experience, I can say without reservation, that your company is truly unique and significantly superior to the others.

When it comes down to it, there are two things that are different between you and the "other guys." First, we make considerably more money with your company. This is not a function of your charging more, but rather a result of your collecting and reporting more revenue. Our percentage participation is frankly not as good as with other operators in times past, but at the end of the day, we have more money with you than we did before. Maybe it's because you are more efficient; perhaps you are more honest. Whatever the case, I've yet to figure out how to spend those percentages and I am quite content with the profits you generate.

The other difference is service. You were immediately preceded by a Southern California company that touted the best service in the industry; they even pointed to a best selling book to prove it was true. And perhaps they did a good job for others, but the service levels here are better than they have ever been. Our guests are happy and when it comes down to it, that's what matters.

So, as I see it, retaining your company has generated higher profits and greater guest satisfaction.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steven Cohn'.

Steven Cohn  
Managing Director  
(602) 333-5200  
scohn@phxhotel.com