

June 2, 2008

Dear Franchise Owners,

It is with great excitement that we formally launch our Corporate Sales Program effective immediately. As witnessed by the introduction at our annual convention, Outdoor Connection has identified corporate sales as a high priority. It is a priority for a number of reasons. In general, corporate sales and Outdoor Connection go hand in hand. Corporate sales require great attention to detail and Outdoor Connection provides just that. Our history shows that we are very good at reaching those individual clients who require that type of service as well as corporate clients.

Our goal today is to extend that very same service to the corporate world in a more defined strategy. We do that through our commitment to a corporate sales program and a Corporate Sales Director. Under the umbrella of a Corporate Sales Director, you the franchise owner and a strategy that specifically targets the corporate market, we are now positioned to aggressively pursue corporate opportunities.

There are many advantages of corporate accounts. Some of them are:

- Corporations often use a healthy part of their budget on incentive travel
- Oftentimes, corporations who do incentive travel look for someone to handle the details. Why not you?
- The corporate community can generate a large number of clients who enjoy these rewards. For the franchise owner, you are most likely working with only one contact person when servicing a corporate account. One contact....large budget!
- One contact equates to less time on paperwork, individuals and in general...your time.
- Not only do you have more time to search out that new corporate account, but also your success will likely bring more success!
- Properly taken care of, corporations can generate a loyal business opportunity for you.
- Many Outdoor Connection key destinations for corporate accounts pay up to a 20% commission.

Our annual convention introduced the corporate sales program in concept. The Corporate Account Program Agreement (attachment) will give you an overview regarding the specifics of corporate sales and how they relate to you. The following information identifies the relationships needed between the franchise owner, the corporate account and the Outdoor Connection Corporate Sales Director.

It is critical to understand the importance of the mutual relationship opportunities between the Corporate Sales Director and the franchise owner. In the best-case

scenario, all franchise owners are corporate sales people. The task of the Corporate Sales Director is to work with you to maximize your opportunities and at the same time, provide a high level of service to as many corporate accounts as possible. It is our goal to succeed in that task.

In summary, the commitment by our company to aggressively market to the corporate community will reach success in a variety of ways. However, the greatest success attainable can only be reached through a cooperative effort between the Corporate Sales Director and our franchise owners. Once that is achieved, we are a stronger company as witnessed by our increased sales and commissions.

As always, your comments and questions are important. Please direct them to me at the contact information below.

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Sincerely,
Greg Ray