

September 17, 2009

Dear Mr. Dvorak,

PRIME is Western Canada's leading incentive travel and event management company. For 17 years, PRIME has provided accommodation, logistics and coordination services for a broad array of events. The PRIME team has helped numerous organizations creatively communicate their key messages through meetings, conferences, group incentive travel, trade shows, exhibitions, and VIP client events. PRIME produces over 80 events annually, in hundreds of cities in Canada and around the world.

With the Olympic Games coming in February, Vancouver and Whistler can expect hundreds of thousands of visitors. With only limited hotel rooms there is a huge need for additional accommodation. As such, the AMS Whistler Lodge is a valuable asset with strong revenue potential. We are interested in speaking to you further about renting out the entire lodge for the month of February 2010.

We understand that the AMS Business Operations Committee has unanimously supported the consideration of our rental agreement for the AMS Whistler Lodge under the general terms that we have proposed. On September 23, 2009 we understand that you will seek the approval of the AMS Council for our rental agreement. Once you have approval from the council we will create a marketing agreement. This agreement gives us formal authorization to move forward with marketing the property to our clients.

We have several clients who would be interested in renting the lodge for the full period of the Games, thus we believe that receiving an oral commitment for the rental can be achieved by October 9th, 2009. If we are unsuccessful at securing a client by this date we understand that you may choose to return to prior rental plans as per the sunset clause that will be included in the marketing agreement.

We would also like to let you know that PRIME is interested in exploring a longer rental period of up to 4 months. Based on our intimate knowledge of the accommodations market, we believe we could offer you an average price of \$125 per bed per night for a 120-day period. This would yield \$630 000 for the AMS. Although we understand that this will limit student use of the facility, we believe that the substantial revenue potential may make this an option worth exploring.

To review, the general terms we have agreed upon are:

- Based on 42 beds, PRIME will pay the AMS \$150 per bed per night for 29 nights (Feb 1 to March 2). This works out to be a total of \$182,700.
- The AMS will provide building management, cleaning services, new linens, and weekly laundering of linens at no additional cost to PRIME.
- Access to wireless Internet and laundry machines will be provided at no additional cost to PRIME or the occupants.
- Rental of the lodge will include any parking areas that are currently occupied by the AMS.
- The AMS will be invited to put forth a proposal for any Food and Beverage opportunities.

As we move forward I expect that we will add to and update these terms, however I am confident that for now we have the basic structure of a deal that makes sense for all parties.

PRIME is pleased to provide an opportunity to generate revenues to fund services for UBC students. I look forward to discussing this opportunity with you further.

Sincerely,



Grant Lee
Director, Olympic Service and Delivery

PR1ME
Extraordinary Experiences