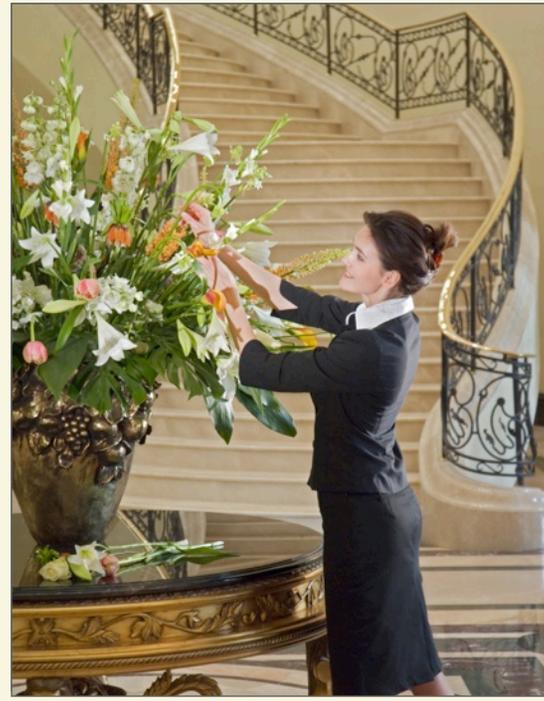




DISCLOSURE

- We review and reward any property at any time at our discretion without prior notice.
- At the establishment's request, we review them and their level of service when they are expecting our Seven Stars and Stripes Award® Review Team and have prepared for our visit. This is done for the sake of collecting images and to show the entire line of unique selling points.
- Before, during or after the review, but before the finalization of the rating, we send an Incognito Guest to support the findings. This input is essential for the final rating.
- Normally we return after completion of the review to present the official award. However, at the establishment's discretion, we can present a generic Seven Stars and Stripes Award ® plaque at an award ceremony and celebration without our final rating, during our official visit.



- We normally take between four and six weeks to create the final review, to compile the final score, write the review, and to prepare images.
- If we are reviewing your establishment, you have most likely received one or more hospitality awards that are available on a global level. You are already recognized as a distinguished establishment and are reaching now for the Ultimate Recognition.
- As a benefit of an official review, we may provide some constructive criticism of the findings and may suggest potential solutions.

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REVIEW POLICY

Note that this policy statement is an overview for the public and press. It does not include the items rated, the score weight for any item, or our procedures.

Please understand that we cannot disclose entirely in this document, what our Seven Stars and Stripes review policies entail as these are proprietary.



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REVIEW POLICY

The Matrix

Every business competes with others in its line. To be among the best of those in the world takes extraordinary care to every detail of the business, from concept of operations to appropriate folding of napkins. It is to recognize the truly extraordinary businesses in the hospitality field that Seven Stars and Stripes® was founded. To rank these operations in an objective and dispassionate manner we have created a matrix of items that is an attempt to remove the subjective prejudices of the reviewer from the rating process. Obviously the exact matrix must be a proprietary secret, but without some indication of how we rate a property, we can give the impression of subjectivity nevertheless.

The matrix is a spreadsheet with a large number of items for the type of establishment that we rate. Each item is rated with a score between one and seven, with seven being the best. Each item is weighted, that is, it is multiplied by a number that we have determined to be the value of that item relative to all the other items in the matrix. The final process is totaling the score. The matrix is designed to be nearly impossible to sweep, that is, to get a perfect score; indeed, to get a seven in one category may well preclude scoring at all in another. But what the raw scores are, the weight of an item, or the totals will never be available to the client. However, after a requested review, in private consultation, potential areas of improvement will be constructively discussed, as we believe that every institution should be aware of its strong points and areas that may be optimized.

We also send to the establishment an Incognito Guest. This guest will not be known to the staff of the business, and may be considered to be a difficult guest by some. It is by how these guests are treated that we can determine the true hospitality of the operation. It will also establish that there is not a special standard for the Reviewer Team and another for the paying guest. ~ continues ...



SERVICE IS THE KEY

A motivated and well-trained staff is the key to the successful operation of any business, and people are the core of the hospitality industry. ~ The Seven Stars and Stripes Review Team will review the results of motivating and training the staff beyond the need for a job. The setting of the business is one that has many facets, including, but not limited to, ease of access, natural surroundings, cultural opportunities, and other attractions.



WE MEET WITH THE CHEFS



Seven Stars and Stripes®

~ continues ... This check on the procedure is recorded separately. The Incognito Guest score is compared to the Review Team score to determine the variation. It is the variation that is applied to the final score of the matrix rather than the raw score determined by the Incognito Guest.

Though those who request reviews will not have access to the matrix or raw scores, we will make verbal and by request written recommendations for improvements to those in your organization you feel should be privy to them. The items in the matrix are determined by the standards.

Standards

The standards used by the Seven Stars and Stripes Award® team are very high, and very comprehensive. We want to include every interaction that the guest has with a staff member, or interactive machine, from remote controls to elevators to high-speed internet; and for a comfortable and luxurious ambiance every moment of the stay. The team is looking for flawless performance at every interaction with humans or machines. Getting Seven Stars must necessarily be difficult, but must not be impossible.

The Review

A motivated and well-trained staff is the key to the successful operation of any business, and people are the core of the hospitality industry. The Seven Stars and Stripes Review Team will review the results of motivating and training the staff beyond the need for a job. We understand that people are

motivated by satisfying different needs, and different businesses have different needs from training. As a result, we have fewer and more flexible items on this part of the matrix, but they have relatively high weight.



The setting of the business is one that has many facets, including, but not limited to, ease of access, natural surroundings, cultural opportunities, and other attractions. These factors attract specific types of guests who will form a lasting impression of the property within a few seconds, so we will evaluate the entry factors, such as landscape, building style, grounds, etc.

Just as a property has only one chance at a first impression, the staff has that same chance. Clean, appropriate, and consistent uniforms, and a well-groomed, attentive, and friendly staff will provide a good first impression. From that point

on, the business has to make sure that this impression is maintained.

The built environment is the construction of the building(s), the physical plant, and the grounds. We will be looking at the aesthetic appeal, naturally, and how the design fits the setting of the property. The function and convenience of the use of the property is a second area in this section, focusing on the construction and use of the property. We also look at the safety, security, and emergency provisions taken by the company to protect the guests, staff, and environment.

The Seven Stars and Stripes Review Team and/or Incognito Guest will evaluate the guest contact from first contact to the last. We include pre-contact information, such as the website, public relations, and paid advertising, then move on the reservation experience, arrival and welcome, rooms, food service, concierge, attractions, amenities, facilities, departure, local transportation and post-departure contact. This makes the core of the evaluation.

As you can see, the Seven Stars and Stripes® Award is based on getting the basics right. It doesn't mean that the details are ignored, but without the basics of a great staff dedicated to satisfying the guests and a site compatible with the built environment, a Seven Star rating is impossible. If the basics are taken care of, the details will put your property over the top!

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