



Cheryl Anders
Interspace Airport Advertising
4635 Crackersport Road
Allentown, PA 18104

RE: MOTEL 6 BOISE, ID #101-99 -- NEW AIRPORT DISPLAY

Dear Cheryl:

Thank you for your recent assistance in securing an advertising position for Motel 6 in the Boise Air Terminal @ Concourse B. Nationally, Airport Advertising has been extremely effective for us and we are thrilled to add Boise Airport to the list of terminals that Motel 6 is represented.

We have found your terminal ads to be a very valuable service tool for our properties around the country. The extra service we provide by making our front desk accessible from the airport has benefited our customer satisfaction and led to an increased occupancy rate. In addition to the service aspect, there is an obvious significant awareness increase due to your terminal displays.

Once again, thank you for your continued support to Motel 6's account. We are very excited about this opportunity, and I personally look forward to working with you in the future.

Sincerely,

Glenda Cady

Glenda Cady

Assistant Manager - Outdoor Media

cc: Tab Sims