



LOEWS

HOTELS • RESORTS

Bruce Green

DIRECTOR OF PURCHASING

July 14, 2011

David Cantliffe
BottomLine Advantage LLC
300 Center Dr Ste 326
Superior CO 80027-8625

Dear David,

For a little over 6 months now, Loews Hotels has been implementing the cost reduction strategy that BottomLine Advantage designed for us. I wanted to share my thoughts about initial concerns and the results of the project.

When I was first introduced to the idea of using the services of BottomLine Advantage two questions came to mind: "Can I do this myself" and "What's my risk if I let them do this project for me?"

I now realize that the industry specific knowledge and experience BottomLine Advantage possesses was invaluable to our success. We secured better pricing than I thought possible coupled with vendor support guarantees that surpassed our prior vendor agreements. In the end, it became clear how advantageous it was to retain the services of BottomLine Advantage.

As far as mitigating my risk; I looked at BottomLine Advantage's business model and confirmed there was no upfront cost and that you guaranteed a minimum level of net hard dollar savings. On top of that, BottomLine Advantage agreed that if they didn't meet or exceed your guarantee the project would be completed for free!

Since we would pay BottomLine Advantage from the savings we receive, the only remaining risk I perceived was: Could they deliver on the Savings Guarantee? I wanted to hear what other Customers had to say regarding Bottom Line Advantage.

After speaking with several of your clients, I confirmed that they had achieved very favorable financial results. I also confirmed that they had only positive things to say about you and your team. At that point, I couldn't identify any real risk so I engaged BottomLine Advantage.

I feel my company presented a complex situation to BottomLine Advantage because each of our 18 luxury hotels operates as a separate entity. They have maintained their own records and vendor relationships. You systematically collected the information needed with little time required from us.

BottomLine Advantage kept me informed at important milestones and allowed me to provide feedback when I felt it was appropriate. I felt in control throughout the process without having to micromanage the it.

I can now verify, in the case of Loews Hotels, that BottomLine Advantage exceeded their Project Savings Guarantee. Our hotels are now seeing real hard dollar savings and I am happy to report that engaging BottomLine Advantage has been an extremely positive experience.

If any of your prospective clients would like to ask me additional questions, please have them contact me.

Regards,

Bruce Green
Corporate Director of Purchasing