



January 20, 2006

Mr. Joaquin Duenas
Royal Resorts
Cancun, Mexico

Dear Joaquin,

I am keenly interested in working with Royal Resorts in a marketing capacity. As you know, my experience, as both a member and double-decade visitor to your resorts in Cancun, provides me with a unique perspective that would serve you well. My broad experience in eMarketing systems and strategies will offer your organization digital tools that provide immediate results, increase brand awareness and strengthen existing relationships, thus promoting referrals.

There are three primary eMarketing products offered by my firm as well as consultation, coordination and solutions search. I operate a "virtual agency", meaning that I pull in industry experts as per project needs. The benefit to Royal Resorts is that you always work with the best solutions provider AND have consistent direction provided by my team. Your cost is reflective of the minimal overhead required to maintain such an agency.

In the past we have discussed several different opportunities that bring your web marketing to a new level of performance. I know that I can harness the needs of Royal Resorts and provide the results-driven web tools that are required to fulfill your goals for growth.

I propose to move forward as follows:

- ◆ Agree on terms of service.
- ◆ Meet with Royal Resorts at a location of your choosing to discuss your specific requirements, strategies for implementation and the means of measuring your return on investment.
- ◆ Meet with specific contacts at Royal Resorts that are involved in the day-to-day implementation of proposed projects.
- ◆ Conference via telephone/web at a minimum of once a week with project leaders.
- ◆ Conference in person at a minimum of once per quarter at a location of Royal Resorts' choice.

Terms of service:

- ◆ Minimum of two year contract for consulting/ coordination services of Deborah Whiting and DigiMedia Solutions. (30-day kick-out clause based on performance.)
- ◆ Monthly fee of \$7,000 payable at the first of the month
- ◆ 5% commission on sales via eCommerce portal
- ◆ 2% commission on timeshare sales made via online sales portal
- ◆ Search engine optimization, web development, programming fees, media buys, etc. are not included in the 'soft' costs above





My primary concern for Royal Resorts is that you work with a firm/individual that understands the unique qualities of your corporation. The exclusive nature of the Royal Resorts experience is one that is rare and would be well served by an insiders' outlook. In addition you obviously want the best talent you can buy—I work with folks that have experience in the arena with Coca-Cola, UPS, Verizon, Saatchi & Saatchi Advertising and J. Walter Thompson.

As a point of reference, there are three primary toolsets that DigiMedia Solutions offers the marketplace. All of these, when combined with the updated web engine that will promote your online sales, provide real and measurable results. Obviously, review of your specific needs will dictate whether these are utilized.

- ◆ **digiMap™**- ROI mapping software that manipulates demographic data sets and overlays the results to pinpoint your most likely targets for prospecting. Previously only available to Fortune 500 corporations, this tool is now available through GeoLytical's database of relevant characteristics. By using digiMap™ you have the ability to increase your return on any direct mail piece or targeted promotion by outrageous proportions. Case studies available upon request.
- ◆ **digiMail™**- Permission-based email marketing toolset that provides you with the ability to build your email list from visitors to your website, utilize viral marketing by implementing forward-to-a friend features, manage your database, increase response through segmentation and track results via the ROI Tracking module. All of this is managed through a passcoded account online. Graphic templates can be created for you or you have full access to create your own.
- ◆ **digiMail Plus™**- Take your marketing to the next level by creating one email that generates a traditional email, an executable presentation, a flash brochure, a microsite and a PDF printable brochure—all with the same software. Again, you create one email and digiMail Plus™ does the rest of the work for you. It's great to use as a sales tool- reps simply add the name of the recipient and a one-line note. No more guessing which format is going to be best received- this creates all of them & allows your prospect to open the file that best suits their needs. In addition, when you have changes to a brochure, simply make the change in one place and you have a full range of collateral that is instantly updated. It really saves on printing costs!

I look forward to hearing from you to see how we might pursue working together.

Best regards,

A handwritten signature in black ink that reads "Deborah A. Whiting". The signature is written in a cursive, flowing style.

Deborah A. Whiting
Business Development





digimap™

Services include:

- ◆ Review of existing data
- ◆ Research of relevant market demographics
- ◆ Acquisition of market data for processing
- ◆ Programming of demographic review for subset results
- ◆ Report of recommendations for direct marketing based on findings
- ◆ Direct Mail database

digimail™

Services include:

- ◆ Review existing email data
- ◆ Online list builder tool implementation to gather email addresses
- ◆ Email marketing consultation re: implementation, strategy & analytics
- ◆ Template design for eCards & eNewsletters
- ◆ eMarketing Campaign Management
- ◆ Training of staff members on how-to-use eMarketing tools
- ◆ Admin login for data management, maintenance
- ◆ Report login for ROI tracking
- ◆ Forward-to-a-friend viral marketing tools & strategies
- ◆ Federal CAN-SPAM Act protection
- ◆ Best Practices Privacy Policy to post online
- ◆ Automatic de-dup of email records
- ◆ Automated email list cleansing based on delivery history
- ◆ Review of eMarketing Campaign Performance

digimail Plus™

Services include:

- ◆ Initial template setup
- ◆ Integration with web pages
- ◆ Review of integration with email marketing
- ◆ Review of hard copy collateral for conversion to PDF
- ◆ Complete training on easy-to-use admin tool





digiWeb™ Services

Search Engine Marketing

- ◆ Pay-per-Click advertising programs
- ◆ Guaranteed Top Rank placement within 90 days

Search Engine Optimization

- ◆ keyword ranking review
- ◆ key phrase ranking review
- ◆ copywriting of meta tags, etc.

Web Management & Design

- ◆ Content consultation
- ◆ Flash graphics
- ◆ Survey incorporation
- ◆ Data building
- ◆ E-Commerce integration

Graphic Design Services

