

January 17, 2013

Mr. Greg Shinberg Shinberg Consulting, LLC 477 Congress Street, Suite 1012 Portland, ME 04101

Subject: Traffic Flow at Hotel Entrance

Dear Greg,

I believe my previous letter to Tim Soley dated October 19, 2012 and the Parking Study and the Parking Demand Update dated September 18, 2012 addressed the concerns regarding traffic flow at the entrance to the proposed Hyatt Place – Portland.

It is essential that arriving guests are met in a professional and prompt manner. We have only one opportunity to deliver a perfect arrival for our guests. We will staff the valet function to keep traffic moving and allow a comfortable flow to the entrance of our hotel based on projected guest traffic. This is simply good business and a necessary service to provide our guests.

We have operated full and select service hotels across the country in a variety of urban environments for over twenty-five years. We have never encountered a property where we were unable to manage traffic flow and I am confident we will be able to do so here as well.

Sincerely

Brian Fry

Vice President Development