



March 4, 2011

Mr. John Romano  
General Manager  
Hilton New Orleans St. Charles Avenue  
333 St. Charles Avenue  
New Orleans, Louisiana 70130

Dear Mr. Romano:

Please be advised that as a result of our latest evaluation, the Hilton New Orleans St. Charles Avenue is recognized as a AAA Approved, Four Diamond lodging, and is available in AAA publications as a travel option for over 52 million AAA/CAA members.

We are proud to acknowledge the Hilton New Orleans St. Charles Avenue as one of North America's select accommodations. Only four percent of over 31,000 properties Approved by AAA achieve this prestigious distinction! Your property listing is accessible on AAA.com and will appear in the 2012 edition of the *AAA Louisiana & Mississippi TourBook®* guide. In addition, the AAA Approval and Diamond Rating status for the Hilton New Orleans St. Charles Avenue will remain in effect until further notice.

You should also know that your AAA Approval provides you an opportunity to participate in the *AAA Official Appointment Program*. All licensees gain the exclusive privilege to promote the AAA Approved and Diamond Rating logos for public relations purposes. For more information on how to advertise your Four Diamond Rating, visit our partner website at [www.AAA.biz/OA](http://www.AAA.biz/OA) or call (407) 444-8261. Once we hear from you, we will provide you additional information on how to work with your local AAA/CAA club to maximize the announcement of your Four Diamond Rating.

Congratulations to the entire staff of the Hilton New Orleans St. Charles Avenue, and thank you for your support of AAA/CAA programs and services.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Petrone".

Michael Petrone, CEC  
Director, Tourism Information Development  
AAA Publishing

cc: Mr. Thomas V. McKernan – President/CEO, Auto Club Enterprises  
Mr. Mike Right – Vice President, Public Affairs, AAA Missouri

PS: Your listing in the TourBook® guide and on AAA.com will present your property name exactly as noted above – if any corrections are needed, please advise us (in writing) as soon as possible.