

You know what your  
guests say about  
you matters...



\*\*\*\*\*AUTO\*\*ALL FOR ADC 140

General Manager  
The Brookwood Inn  
800 Pittsford Victor Rd.  
Pittsford, NY 14534-3940



July 21, 2011

## And your TripAdvisor rating will keep them talking!

Dear The Brookwood Inn,

It's always good to hear positive things about your business—particularly when they come from the people who matter most—your guests.

### Congratulations on your 4.0 rating

We think a 4.0 rating on TripAdvisor is something you can be proud of and we hope you do too. So by placing this 2011 Certificate of Excellence where your guests can see it, you'll be displaying one of the most powerful recommendations—the endorsement of other guests.

### Just to say 'thank you'

Your certificate is also our way of saying 'thank you' for your continued partnership with TripAdvisor. We're looking forward to another successful year for our partners.

Yours sincerely,

Christine Petersen  
President, TripAdvisor for Business

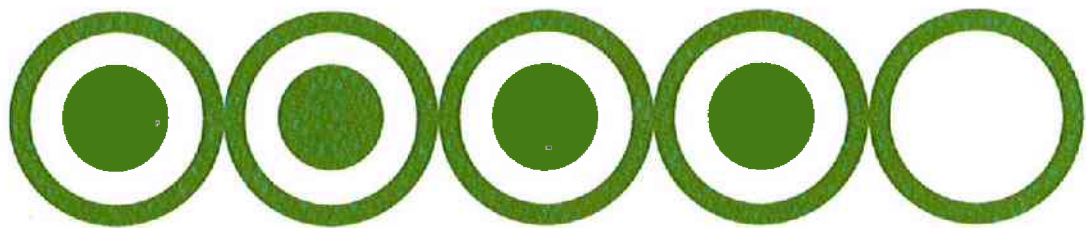
...Your certificate  
says it all



THIS IS TO CERTIFY THAT

The Brookwood Inn

HAS ACHIEVED A TRIPADVISOR RATING OF



BY ITS GUESTS AND THEREFORE HAS BEEN AWARDED A

**CERTIFICATE OF EXCELLENCE  
FOR THE YEAR OF 2011**

A handwritten signature in black ink, appearing to read "CP", followed by a long horizontal flourish.

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Christine Petersen  
President, TripAdvisor for Business