

Better Business Bureau Serving northern Colorado and Wyoming
8020 South County Road 5, Suite 100
Fort Collins, CO 80528
Tel: 800-564-0370 Fax: 970-221-1239

November 11, 2008

Mr. Michael Millisor
Breck Inn
PO Box 568
Breckenridge, CO 80424-0568

Dear Michael,

We have some exciting news to share with you.

BBBs throughout North America are in the midst of launching updated versions of their BBB Reliability Reports™. In addition to a more visually appealing and user-friendly format, these reports will feature a new ratings system.

Starting November 17, the BBB Serving Northern Colorado and Greater Wyoming will launch a rating program to replace the current scale of "satisfactory" and "unsatisfactory" with a more comprehensive letter grade scale (A+ through F).

Both BBB Accredited Businesses and non-accredited businesses in BBB's database will be assigned a letter grade based on a computer-generated formula that takes into account 16 different factors.

In most cases, complaint history will drive a business' letter-grade rating. Nearly 85 percent of the scoring will be determined by consumer-reported complaints that have been investigated and assessed by BBB, such as the number of complaints, the severity of complaints and how a business resolves complaints.

The new ratings classification is designed to help consumers identify and compare the reliability of businesses more easily and quickly. And, when it is launched, we believe it will rival the many consumer review sites. The BBB ratings system is based on standards and developed using objective information and actual incidences of a business' behavior that are investigated and evaluated by BBB professionals.

For consumers, BBB Accreditation remains the most reliable way for them to identify trustworthy businesses. Combined, BBB Accreditation status and BBB Reliability Reports is a valuable resource consumers can start with when they seek trustworthy business such as yours.

Thanks again for your commitment to trust in the marketplace. If you have any questions, please feel free to contact us at 970.488-2032 or 800.564.0370 extension 121.

Sincerely,

Pam King
President/CEO