



October 15, 2015

Mr. Simone Benevieri
FIRENZE NUMBER NINE Hotel & Spa
Firenze - Via Dei Conti, 9 / 31r - 50123

Dear Simone,

It is my great pleasure to inform you that **FIRENZE NUMBER NINE Hotel & Spa** is the winner of a **2015 Orbitz Worldwide Best in Stay Elite Award** for being the highest-rated hotel in the Florence market. The 2015 Best In Stay Awards recognize up to three properties in more than 120 of our most popular destinations around the world but the Elite Award is reserved for the hotel with the highest rating in each market.

Orbitz Worldwide Best In Stay Award destination winners are selected based on the overall numeric score of hotel reviews submitted by Orbitz Worldwide consumer brands (Orbitz.com, ebookers and HotelClub) customers that have booked and stayed at hotels over the past year. Customers are asked to rate a variety of hotel attributes on a scale of 1 to 5, including amenities, maintenance, hotel staff, room comfort, location, and value. Those ratings are supplemented by input from Orbitz Worldwide hotel experts who factor in other market conditions, such as the number of reviews, frequency of booking and reputation of hotel staff. In addition to the market winners, winners were also selected in six categories: Value, Luxury, Family, LGBT, Ski and All-Inclusive.

As a 2015 Orbitz Worldwide Best In Stay hotel, your property will be highlighted on a dedicated page on Orbitz.com (www.orbitz.com/bestinstay) and will feature a "Best In Stay" badge when it appears in hotel search results. To help spread the good news about your win, we encourage you to "Like" and share the awards landing page via Facebook, Google+ and Twitter and tag Orbitz in your posts. **Please note the Best In Stay landing page will not be active until Monday, October 26.**

Orbitz.com will also be offering a promotion code (BESTINSTAY50) through November 13, 2015 for \$50 off a vacation package redeemable for a three night or more stay at all Best In Stay hotels. Orbitz.com will be publicizing the promotion code and award winners in customer emails.

The full list of 2015 Orbitz Worldwide Best In Stay hotels will be made public by Orbitz Worldwide via press release on **Monday, October 26**. At that time, you will be provided with publicity materials, including logos (for use on your website and/or company intranet) and a press release template to issue your own press release. Please pass this letter and press materials along to your Public Relations department and should your PR contact have questions regarding publicity of the awards, they should contact the Orbitz Public Relations department at press@orbitz.com.

If you have general questions regarding the 2015 Orbitz Worldwide Best In Stay Awards or the hotel review process, please contact your designated Orbitz Worldwide Market Manager. The Market Manager will also be in touch to let you know when you can expect your award to be delivered. Congratulations on being a 2015 Orbitz Worldwide Best In Stay Elite Award winner and we look forward to even more outstanding reviews for your property in the coming year.

Sincerely,

A handwritten signature in black ink that reads "Peggy Bianco".

Peggy Bianco
Group Vice President, Global Hotel Services
Orbitz Worldwide