

B	I	N	G	O
Teamwork	Accountability	5 Year Vesting Period	Exceptional Guest Service	Retirement Benefit
Payout Schedule	ESOP Contributions	Take care of our resorts	Proactive with Safety	Succeed as One
Trust	Double value by 2014	RWS	Pride of Ownership	Increase revenues
Leadership	Shareholder Meeting	Ownership Culture	Repeat Guests	Show Welk Hospitality
Good Housekeeping	Pride in Ownership	Fiduciary Responsibility	ESOP Benefits	Departmental Highlights

B	I	N	G	O
Succeed as One	ESOP Benefits	Share Value	Increase revenues	Double value by 2014
Leadership	Take care of our resorts	Departmental Highlights	Trust	Accountability
Pride of Ownership	Retirement Benefit	RWS	Pride in Ownership	Own What You Do
Payout Schedule	ESOP Contributions	Exceptional Guest Service	Profitability	Vested
Proactive with Safety	Shareholder Meeting	ESOP Communications Committee	Repeat Guests	5 Year Vesting Period

B	I	N	G	O
Ownership Culture	ESOP Contributions	Pride of Ownership	Teamwork	ESOP Benefits
Years of service	Vested	Employee Ownership Month	Departmental Highlights	Retirement Benefit
Proactive with Safety	Employee Stock Ownership Plan	RWS	Accountability	Trust
Payout Schedule	ESOP Communications Committee	Leadership	Exceptional Guest Service	Double value by 2014
Increase revenues	Good Housekeeping	Repeat Guests	Profitability	Shareholder Meeting