



IT'S LIKE YOU OWN THE PLACE

November 1, 2008

Dear River Run Participant,

On behalf of the Laughlin Tourism Committee, area law enforcement officials and Dal Con Promotions, the organizer of The Laughlin River Run, we would like to express our sincere gratitude to you for your participation in River Run over the years.

Looking forward, our organizations are working hand-in-hand to ensure that River Run '09 will be a positive experience for all. Our efforts are to enhance the event's entertainment value, customer service and safety while re-emphasizing the original aim of this classic event: creating a relaxed, old-school party atmosphere while introducing the latest trends in the motorcycle industry.

"We are committed to maintaining public safety during River Run in a fashion that is conducive to the enjoyment of its participants," said Lt. Brian Evans, Commander of Laughlin Substation, Las Vegas Metropolitan Police. "The mission of the Las Vegas Metropolitan Police Department is to protect the community through prevention, partnership, and professional service. Customer service is an integral part of training for all Las Vegas Metropolitan Police Officers who are instructed upon entering the Police Academy, the value of tourism in Nevada. While public safety will remain our priority, we are also committed to delivering a positive experience to River Run participants in 2009."

To this end, tourism officials and Las Vegas Metro Police Dept. are collaborating to provide customer service workshops to front-line resort employees and Laughlin Metro Police officers.

"We realize how important it is that River Run attendees have a good time. The hallmark of Laughlin is great value and friendly service and River Run is no exception. Making sure that everyone remains welcoming and helpful - from the bartenders and craps dealers to the Metro officers - is our goal," said Laughlin Tourism Committee President Sean Hammond. "In Laughlin, it's like you own the place, and I am certain that visitors will experience this in 2009."

Each year, Laughlin strives to put on the most enjoyable motorcycle gathering in the Southwest and we believe you'll agree that the unique atmosphere provided by our resorts set along the scenic Colorado River offers a truly one-of-a-kind experience.

Please watch for updates on entertainment and room packages at www.LaughlinRiverRun.com or VisitLaughlin.com. Information on Nevada motorcycle regulations is also available on the River Run Web site.

We appreciate your business, and look forward to seeing you in Laughlin in 2009!

Sincerely,

A handwritten signature in black ink, appearing to be "S. Hammond".

Sean Hammond
President, LTC

A handwritten signature in black ink, appearing to be "B. Evans".

Lt Brian Evans
Las Vegas Metropolitan Police Dept.

A handwritten signature in blue ink, appearing to be "Joe O'Day".

Joe O'Day
Dal-Con Promotions

LAUGHLIN TOURISM COMMITTEE

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