

Smithfield

Deli Group

June 6, 2008

Nancy Trosclair, DMCP
President
Destination New Orleans
53 Echezeaux Dr.
Kenner, LA 70065

Dear Nancy,

On behalf of our entire company, I wanted to take the time to thank you for all of your efforts helping us plan our events during the IDDBA Convention June 1-3, 2008. From introductions, you seemed to understand our goals for the event we wished to host. To take an idea and build it into a celebration for over 500 guests was outstanding.

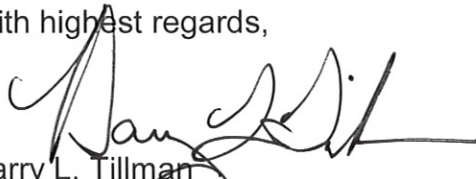
The planning process was seamless. We could call with any question or change and it was received with courtesy and a "can do" attitude.

Once on site, and we met your staff, our opinion of your company was reinforced. The staff is not only courteous and helpful, but it is obvious they enjoy what they do. Never a cross word was heard and all were willing to pitch in and do whatever necessary to get the job done.

In addition to planning our large customer event, we then asked you to handle an additional event the next night with little time to plan. Again, the task was taken, and every aspect exceeded our expectations.

Nancy, your company is full of professionals in the true sense of the word. With everything you did, from the smallest task to the largest, it was done with the utmost care. We look forward to any opportunity to work with you and DNO again in the future.

With highest regards,



Harry L. Tillman
Vice President Business Development
Smithfield Deli Group