



To Those Concerned:

Please allow this letter serve as a recommendation for the Sixteenfifty advertising and brand team. I have worked with them over the past 6 years –and will say that they have always delivered exceptional work and exceeded expectations.

We first started working with Rob and his team in 2003 on the re-position of Green Valley Ranch Resort. They quickly threw themselves into this complex project – working hard, thinking smart and delivering terrific creative on tight deadlines. They were involved in every aspect of the project – from the expected advertising and web programs, to the unexpected, such as back-of-house team member communications. There was no element of the Green Valley Ranch re-position that they did not want to perfect – and they did.

After that first project, Sixteenfifty became a clear go-to choice for both ideas and solutions. Not only did they provide great work, they did it fast and were fun to deal with. When we opened our largest, most ambitious project – the \$1 billion Red Rock Casino, Resort and Spa – Sixteenfifty really delivered. They worked tirelessly and never missed even the smallest detail. They named restaurants, created a proprietary set of service standards, generated all collateral for the rooms and the casino and were integral to the process on every level. Rob even managed the Lucky Bar, our center bar, for an entire week after opening to make sure it was right. When it was time to open Aliante, Sixteenfifty was once again the obvious partner for this project. And as expected the resort opening was flawless.

During our time together, there was no element of our company that Sixteenfifty did not or would not get involved in. If we needed a new name, or a gut check on something for a property they didn't even work with, they were ready to tackle the problem head on, just because.

1650 is truly a complete solution to all your needs and, even better, you'll have fun working with them.

Please feel free to contact me should you have any additional questions.

Sincerely,

A handwritten signature in black ink that reads "Ethan". The signature is fluid and cursive.

Ethan Cartwright
Assistant Vice President Advertising
Station Casinos, Inc.