

¿QUE PASA?



NEWSLETTER

Pocket some Cash!

Learn about the send-a-friend program. It could mean some great cash rewards for you.

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Casa del Cantamar

Spectacular and luxurious accommodations now await you on the 16th floor of the tower

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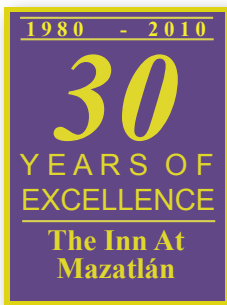
Holiday Management

Read about who they are and what they can do for you.

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Welcome to the new decade!

Although we are saddened by the loss of those whose contracts expired in 2009, we are excited to have all of you new members join us as we celebrate our 30th anniversary and move in to a wonderful future in vacation ownership at The Inn at Mazatlán. We are committed to making your stays with us as enjoyable as possible, and we are continually looking for new features, activities and amenities that will accomplish that goal. At the same time, we are looking for ways to reduce unnecessary expenses in order to optimize how your maintenance fees are used throughout the year. Please work with us as we roll out new programs, and feel free to make suggestions if you see opportunities that we may have missed.



We have created new sales programs that provide unprecedented flexibility in how you can use your weeks and expand your vacations. We have added amenities such as the new coffee bar and kayak rentals, relocated the towel stand in a more convenient location, expanded our activities and added items in the gift store, all to serve you better.

We have plans for some capital improvements, but are considering each project carefully before we allocate the precious funds we receive from you each year. As stewards of those funds, our goal is to run a clean, lean operation without impacting your enjoyment of the vacation

interval that you purchased.

So here's to a great second 30 years—Viva Mexico, Viva Mazatlán, and Viva Inn at Mazatlán!

Creighton Rider
Chief Operating Officer

Dolce Latte!



We are proud to announce the opening of a new coffee bar in the main lobby of the hotel. Now, you can stop by the new "Dolce Latte" kiosk and get your favorite latte every morning, along with your choice of an assortment sumptuous pastries, muffins or cookies. Don't miss this on your next visit.!

We're Going Paperless

Starting with the next edition of the newsletter, we are going paperless. This will help us reduce costs and provide a faster dissemination of information to our owners. We recently contacted many of you to get a current email address, but still need many more. We will continue to use this channel to keep you informed of news, invoice by mail, etc. Please notify us of your email address or if it has changed recently so you don't miss our on important information. Thanks for your support!

New Housekeeping Schedule

As we enter our 30th year we would like to invite you to work with us to reduce the Inns environmental impact so that we can enjoy a beautiful Mazatlán for another 30 years. After looking at our operations we have found that housekeeping and laundry generate a considerable amount of unnecessary waste. In an effort to reduce this impact we are introducing a voluntary every other day room service schedule for our guests that wish to help us minimize our environmental footprint. By partaking in this program you will help us reduce the number of loads of laundry we must do daily and the number of metric tons of water used.

This will also reduce the wear and tear on the linens etc., and save a significant amount of operating expenses. Please know that in our appreciation of participating in this voluntary effort we do not want you going without. If for any reason you need some special attention or you need something cleaned up we are at your service. It is our hope that by working together you can continue to enjoy your vacations here with us with a high level of quality and service, and we can do our part to ensure this is still a beautiful place for all of us to enjoy for years to come.

Send a Friend – Make Some Money!

We may have some great timeshare salespersons working for us, but there are none as effective or really knowledgeable about how great The Inn at Mazatlán is as.....YOU! You have the ability to extol the wonders of Mexico, the memorable experiences you have with us year after year playing in the surf or on the beach, dining around town, shopping, or just relaxing AND you can do this from home or at work. Your friends trust you and your biased (hopefully) opinion of what a great place The Inn at Mazatlán is. So in return for this loyalty, WE WILL PAY YOU \$250 if you send or bring guests or friends to The Inn at Mazatlán and they buy a timeshare from us. Talk about a win-win-win situation! We get a great referral, you pocket some spending money, and your friend gets a great new way to enjoy his vacation time. Just contact Teresa McFarland at sales@innatmaz.com and let her know who is coming, then if they decide to buy with us, the money is all yours.



Airport Transportation Change

There have been several changes in the airport transportation services over the last year, but here is the latest: We are using a new transportation service, PlayaSol Tours, with whom you can book directly by calling toll-free 1-888-707-2669 or by email at playasol@mzt.megared.net. There is no longer a “Transportation” window on the 3rd floor at the Inn. Please contact Playa Sol for any airport transportation issues.



Casa del Cantamar is Now Open!

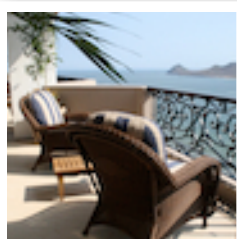
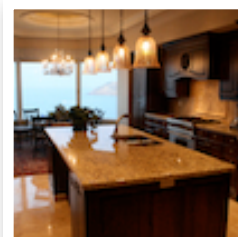


Did you notice the construction going on in the large penthouse on top of the Azteca Tower? That project is now complete. This space was originally designed as the private residence for the developer of the resort, Mr. Warren Barnes and his wife Joyce. However, they have decided to share the ownership of this beautiful and luxurious space with 18 other owners. A grand-opening inauguration party was held, with entertainment provided by the famous and beautiful Vikki Carr, thanks to Maria Hernandez (one of our beloved owners), and Mr. Barnes' son Robert.

Boasting 3500 sq. feet indoors and an additional 1000 sq. foot terrace area, the “Casa del Cantamar” as it is now called, has 3 bedrooms, living room, dining room, 5 bathrooms, jetted tubs, full kitchen with granite countertops, Viking appliances, breakfast nook and spacious cabinetry, flat screen LCD and Plasma televisions, stereo, outside Jacuzzi, wet bar, sun bathing and sitting areas, and much more.

Shares in this magnificent place are being sold exclusively through **Teresa McFarland and Steve Black**, by appointment only. Call toll free at 1-866-404-8103 or email teresa@casadelcantamar.com or sblack@casadelcantamar.com. They can provide those seriously interested in fractional ownership with all of the details, and arrange a private tour of the unit. Visit www.casadelcantamar.com for more details.

Each share includes 2 fixed weeks (half-month) of annual use for 99 years, at very reasonable pricing for this level of fit and finish - faraway the best in all of Mazatlán. See it while you still can!



Helpful Hints

- ★ **Always** check The INN's timeshare calendar to verify your week prior to making airline reservations. If you do not have a copy of the timeshare calendar, Holiday Management will be happy to mail a copy to you, or you can view it online under the "Members" section at www.innatmaz.com
- ★ **REMINDER:** Timeshare use is always **Monday to Monday**. If you need additional nights, Holiday Management has great rates for extra room nights. *Red Season:* Weeks 1-16 and 42-52. *Summer Floating Season:* Weeks 17-41. *White Season:* Weeks 22-25 and Weeks 35-38. *Holiday Season:* Weeks 51-52.
- ★ Reservations for floating weeks may be made no earlier than **10 months in advance**. Maintenance fees for the year being reserved must be paid at the time of making the reservation, and **your account must be in good standing**. Please keep in mind that room numbers are assigned only at time of check-in.
- ★ No one may use your unit without your written authorization. If a guest or renter will be using your unit, please send a letter or email to Holiday Management including the guest's name and address. A reservation will be made under your guest's name and a confirmation letter will be mailed directly to the guest, which must then be presented at check-in. **This is required.**
- ★ If you have made an RCI exchange and are sending a guest in your place, you **MUST** obtain an official Guest Certificate from RCI. The front desk is now requiring that the name on the reservation is the same name on the RCI confirmation letter.

No On-Site Soliciting

Recently, we have had some problem with guests or owners posting handbills or passing out flyers to other guests, advertising items or services for sale. This activity is strictly prohibited on the grounds and throughout the hotel. This does not preclude nor prohibit this type activity off the property, on the internet, or at home; the Inn can simply not condone any business conducted on it's property that could interfere with or detract from its own businesses. Please be mindful of this during your visit.

One in Four Rule Explained

In 2006, The Inn began using RCI's "one-in-four rule", which means that RCI members can only exchange into The Inn once during any four year period. This tool was developed by RCI to help its timeshare resort affiliates maintain the integrity of the use of their properties and sales programs. This rule prevents non-Inns owners from exchanging into The Inn year after year and using your resort rather than buying with us, and also prevents white-week owners from trading into more valuable red weeks. The rule also applies to Inns owners who are RCI members and regularly trade back into The Inn each year. Please keep in mind that the RCI program is designed primarily for its members to exchange into thousands of other resorts around the world to help keep your timeshare ownership fresh and exciting. We do understand that Inns owners need flexible timeshare options from time to time. See the following articles to learn how these programs might benefit you! **Full program details can be obtained from Holiday Management by calling 1-800-262-0526 or email to info@holidaym.com.**

Internal Exchange Program

For fixed week owners, if you wish to visit The Inn at a time different than your regular week, you may exchange your unit for the same type of unit in another week, on a space available basis. The exchange can be made up to 12 months in advance but must be made at least 60 days before your regular week begins. Maintenance fees for the year being exchanged must be paid in full prior to any exchange. A non-refundable/non-transferable fee of \$150 USD is due at the time of each exchange.

New! Internal Banking Program Beginning 2011

In our ongoing efforts to provide you with excellent customer service and maximum enjoyment of your timeshare ownership, we now offer an Internal Banking Program for your Inn at Mazatlán timeshare weeks. Rather than trying to work through the RCI to bank your unit for future use at The Inn, you can now do it all directly through Holiday Management. This new program eliminates the issues that many of our owners had with the RCI One-in-Four Rule mentioned above and makes your ownership more flexible than ever. The program is available for deposits starting Week 1, 2011, for both fixed and floating ownership.

Still Need More Flexibility?

Times change and so do your needs. As our families grow up or our careers change, our vacation needs sometime change too. Those of you who originally purchased fixed time (same unit, same week each year) may wish they could come on a different week, or stay in a different unit. Many of you who do internal exchanges now pay \$150 or more per trade.

To make this easier for you who want more flexibility than your fixed week offers, we are offering an option to convert your red-week ownership from fixed-time to floating time for only \$450 for a limited time (same as 3 internal exchanges!). Two bedroom and white-week owners can also convert to float, but some restrictions may apply.



About Holiday Management

Holiday Management, Inc., is our U.S. contract servicing and reservation agent in Salt Lake City, Utah. Holiday Management is an independent Utah corporation and is not the property management company nor a department or subsidiary of Inns de Mexico.

Holiday Management has been working with The Inn at Mazatlán for 20 years and is completely familiar with The Inn and its facilities and can help you with timeshare payments, reservations, common area charges, exchanges, rentals, and other matters. **Remember: Always consult your timeshare calendar when making travel plans—do not use a regular calendar!** A few things to keep in mind when making vacation plans: Common area charges for the year being booked must be paid at the time of making a reservation or internal exchange. Common area fees **for the year being banked** must be also paid **before** an RCI space bank deposit or an internal bank can be approved.

Title Transfers

All ownership transfers are handled through Holiday Management. Transfer of title requires the original timeshare certificate of ownership to be completed, notarized, and surrendered before a new certificate can be issued. Replacement certificates can be obtained from Holiday Management for a \$25 fee. **Transfer fee is \$500 USD per week payable to Holiday Management. (fee is subject to change at any time without notice)**

Third Party Credit Card Payments

Credit card payments for maintenance fees, exchange fees, or rental will no longer be accepted from third parties. In order to pay by credit card, the card holder must be an Inns owner or a registered guest. Credit card regulations prohibit us from accepting credit cards from persons who do not have a direct business or contractual relationship with us. If a family member, relative, or guest will be using your unit and paying fees on your behalf, please send written authorization so we can make a reservation under their name. We can then accept their credit card payment. We apologize for any inconvenience.

Buyer Beware! All resales are NOT

the same! Be aware that some features do not transfer, and restricted use periods cannot be exchanged. If you are picking up a resale somewhere, call Holiday Management to verify what rights will transfer with your purchase. No transfer documents from resale companies will be accepted unless properly executed and notarized.

Want live info?

For more info, special promotions, and up-to-date

news about The Inn at Mazatlán, become a fan on Facebook. Just search for "The Inn at Mazatlán".



Inns de Mexico, SA de CV

Board of Directors

R.W. Barnes - Chairman and CEO

Robert W. Barnes, Jr. - President

Susan B. Nielsen - Vice President

Contract Servicing

Questions about payments, coupon books, payoff amounts, account status, common area charges, or general information:
1-801-944-2282

Reservations

For reservations, rentals, exchanges or RCI issues:
1-800-262-0526
info@holidaym.com

Dialing Mexico

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Front Desk Fax: 011 (52) (669) 913-4782
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