

**MERSER PROPERTIES, INC. d.b.a.
ATLANTIC MOTEL
391 OCEAN BOULEVARD
HAMPTON BEACH**

**Post Office Box 550
Hampton, New Hampshire 03843-0550
603-929-1416 FAX 603-929-1417
E-Mail: frontdesk@merserproperties.com**

2007 HAPPY NEW YEAR

Dear Valued Customer;

January 11, 2007

We extend our sincerest wishes to you and your family from our family and the staff at the Atlantic Motel for a happy and healthy 2007. It is hard to believe it has been 4 months since the summer season of 2006 has ended; the weather was great; sunshine and warmth throughout. We can only hope to have as nice a summer as last year. So get ready and start making your plans for another visit to Hampton Beach. With that said though, we do need to remind you that it is already time to start planning for the 2007 summer season.

As usual we look back and reflect on the events of the past 12 months and with your input we are looking improve on how well we can better serve you. Since your input is valuable to making improvements we would appreciate it if you could provide some feedback of your experiences here; what you enjoyed most, what you were disappointed with, what you think could be done to improve your future visits here. Please e-mail your input to (frontdesk@merserproperties.com). If you are also interested in contributing pictures that may end up on the website it would be appreciated if you would forward them by e-mail, along with your permission to post them.

The rates for summer 2007 are posted under the RATES tab on this website:

Peak season nightly rates have not changed, not since 2003.

All of June is now included in the off-peak season, therefore lower rates all month.

Weekly rates for Oceanfront rooms & the Deluxe Suite in the peak season have come down.

Additional discounts are now offered in late August, including Oceanfront rooms.

First-Option to Renew:

For all guests returning from 2006 we, as usual, are offering you the First-Option to renew your reservation for the same room and same dates as last summer. This offer is valid until March 1st. Between March 1st and 10th we will be accepting changes from returning customers; changes to different rooms, different dates or both. Please plan ahead to secure the room and dates you are looking for. Starting March 11th we will be accepting new reservations. If you have a question about your renewal dates please check with me or refer to the see the timetable below. All renewals must be secured with a deposit of 30% (or one-night whichever is greater).

For your added convenience please take a look at the Schedule of Events, posted on the website of the Hampton Beach Precinct at www.hamptonbeach.org so you may coordinate your vacation plans with what Hampton Beach has planned for you. Please contact us at any time to assist with your planning either by phone at 800-321-5505 or by e-mail at frontdesk@merseproperties.com.

Sincerely & With Much Thanks
 The Roy Family and Staff at the Atlantic Motel

Planning Calendar:

The following planning calendar will assist you in scheduling the dates for your summer vacation. This is the same chart used throughout the lodging rental industry (including our own local Realtors & Rental Agencies) to identify which week is which throughout the calendar year. The weekly cycle begins on the first Saturday of the calendar year and continues through December. Below is a summary of the cycle for last year, this year and next year. This shows the date in each of the following years upon which the listed week begins (Saturday to Saturday basis) during our summer season, therefore week #25 translates to week #1.

	2006	2007	2008
Week 25 (1)	06/24	06/23	06/21
Week 26 (2)	07/01	06/30	06/28
Week 27 (3)	07/08	07/07	07/05
Week 28 (4)	07/15	07/14	07/12
Week 29 (5)	07/22	07/21	07/19
Week 30 (6)	07/29	07/28	07/26
Week 31 (7)	08/05	08/04	08/02
Week 32 (8)	08/12	08/11	08/09
Week 33 (9)	08/19	08/10	08/19
Week 34 (10)	08/26	08/25	08/23
Week 35 (11)	09/02	09/01	08/30
Week 36 (12)	09/09	09/08	09/06
Week 37 (13)	09/16	09/15	09/13

Memorial Day Weekend – May 25th, 26th, 27th & 28th
 July 4th Holiday 2007 – Any 4 Night combination including July 4th
 Labor Day Weekend 2007 – August 31st through September 3rd
 Seafood Festival 2006 – September 7th through September 9th