



August 2, 2009

Dear Parents,

I'd like to take this opportunity to thank you for considering Summer Winter Action Tours (SWAT) as the tour operator with which your student will travel during his or her winter break. SWAT was created in 1997 by a group of professionals who shared the same passion for the student travel industry, and as a result, we've become the West Coast's premier student travel organization for winter break vacations. Allowing your son or daughter to travel can be one of the most rewarding experiences for a parent as you watch him or her grow into a mature, well rounded individual. Providing your child the opportunity to experience new places and meet new friends as you watch him or her to make the connections between "real life" and classroom learning is what student travel is all about.

Having worked in the student travel industry for nearly a decade, I understand travel from both perspectives. Students want a package that is filled with fun, nonstop activities that are scheduled around their interests. Parents want to rest knowing that their children are well taken care of by an experienced and professional staff. Also, parents want to be certain that the trip on which their students will embark is of the utmost quality and value.

This year, SWAT will travel high school-aged students to Salt Lake City, UT for three days and four of skiing, snowboarding, music, and entertainment. Students will converge from California, Arizona, and Nevada and experience snow unlike anything they've previously encountered. Aside from the on-mountain action, SWAT will also host themed night events in a nightclub rented out completely by SWAT. We'll also be featuring two concerts for our travelers from student favorites Through The Roots and Andre Nickatina.

Our trip is staffed and chaperoned by a staff comprised of three teams: SWAT staff, security teams, and medical personnel. Our SWAT staff is there to ensure the students are enjoying themselves, have all the comforts of home, and are doing well. Additionally, our staff runs all events, operations, and logistics to ensure the trip goes as planned and that all aspects of running a trip of this magnitude operate smoothly. Our private security team from Los Angeles, CA is on-site to provide students with added peace of mind in knowing that all events they attend are completely exclusive. Many members of our security are off-duty police officers and Sheriff's department deputies. The medical personnel we employ are all fully licensed paramedics and EMTs. All members of our medical staff are active EMS employees and many work in the Southern California region with fire departments. Every hotel in which students stay, SWAT has a "24-hour Room" which is used as an on-site office containing computers, fax, Internet access, landline and cellular phone access, and is also inter-connected with SWAT's two-way radio communication system. Our staff works closely with local police and fire authorities to ensure that they too are closely connected to our trip and our students.

For more information, please visit our website at [www.swatup.com](http://www.swatup.com) or call our customer service phone line at (714) 955-6900. If there is any further information that I may provide to you or should you have any questions that are unanswered, please feel free to send me an email so that I may make certain all your concerns are addressed. We're looking forward to seeing your student in Utah and once again, thank you for considering SWAT.

Regards,

Matt Gostanian  
SWAT Sales Director  
[mattg@swatup.com](mailto:mattg@swatup.com)