

ABOUT LEVEL TRAVEL



LEVEL TRAVEL was founded in May 2003 to assist disabled and mature travelers find hotels and restaurants in the U.S. that meet their needs. Located outside Philadelphia, the company has developed a unique, proprietary rating system that enables individuals with disabilities and those over age 55 to make informed travel decisions. LEVEL RATINGS provide members with a new resource containing detailed accessibility information on hotels and restaurants which is just a click away on the internet. The comprehensive, objective nature of the LEVEL RATINGS is unparalleled in the disabled and mature travel markets, and truly does "take accessible travel to the next level."

LEVEL TRAVEL has members in 36 states and was featured in:

- **AARP Bulletin** - June 2004
- **Dallas Morning News** - May 2005
- **Aging Today** - July/August 2004
- **The New York Times** - June 2006

The founder and president of LEVEL TRAVEL, Jamie Sharples, has worked extensively with numerous organizations as a consultant on accessibility issues and the ADA. Mr. Sharples has used a wheelchair as his primary mode of mobility for more than 25 years and is intimately familiar with the requirements of the special-needs traveler. Prior to his work with LEVEL TRAVEL, he was the senior bridge designer for an award-winning international bridge engineering firm in Chicago. He holds B.S. and M.S. degrees in structural engineering, as well as an M.B.A. from The Wharton School with a dual major in entrepreneurial management and strategic management.

MISSION

LEVEL TRAVEL's mission is to provide disabled and mature travelers with the most geographically comprehensive, objective, and independently evaluated accessibility information on travel and tourist destinations in the United States.

LEVEL TRAVEL empowers individuals with the resources they need to make informed travel decisions, so they can spend more time focusing on the purpose of their travel rather than on their accessibility needs.

www.leveltravel.com

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LEVEL TRAVEL

Taking accessible travel to the next level
www.leveltravel.com



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888-754-4553

TRAVEL AND TOURISM INDUSTRY STATISTICS

Last year more than \$30 billion was spent on travel and tourism by the 89 million Americans that either have a:

- mobility impairment (9 million),
- sensory impairment (29 million), or
- are over the age of 55 and do not identify themselves as having a disability (51 million)

A recent study conducted by Harris Interactive estimated that an *additional* \$13 billion would have been spent by disabled travelers alone had better and more accessible accommodations been available.



ACCESSIBILITY RATING FEATURES & BENEFITS

Independent Assessment

LEVEL TRAVEL'S knowledgeable, trained staff visits each site to ensure consistency in data gathering and high quality objective ratings

Objective Criteria

More than 2,000 metrics, drawn from the ADA and additional resources, are evaluated to determine how well a disabled or mature traveler can utilize the features and services on their own

Numeric Rating

Impartial, numeric rating results are provided for easy comparison between options

Geographically Comprehensive

Cities are selected based on industry statistics that identify the most popular leisure and business travel destinations in the U.S.

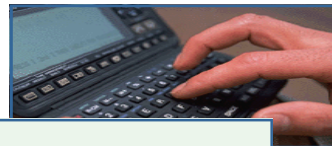
Subscription Based Internet Site

Members can logon to LEVEL TRAVEL'S website to search through the database of detailed accessibility information

Increased Market Share

Hotels and restaurants can use the accessibility ratings when promoting their establishment to this rapidly growing market

Taking accessible travel to the next level...



Just Click! www.leveltravel.com

If you want to learn more about LEVEL TRAVEL, be sure to visit our website.







What our members have to say about LEVEL TRAVEL:

"Really exciting!!!"

"I applaud your enterprise... sorely needed!"

ACCESSIBILITY RATING EXAMPLES

Below are examples of some fictitious rating results for The Sleepy Inn and The Eatery. The numbers shown below each symbol represent the score (maximum in each category is 100) that the property received based on a rigorous inspection process and comprehensive rating criteria used to gauge accessibility for individuals with a:

- mobility impairment, 
- hearing impairment, 
- vision impairment and 
- mature travelers 

LEVEL TRAVEL Hotel Ratings

Click ratings to get a summary of the accommodations specific to each group

The Sleepy Inn
1212 Bedlane Drive
New York, NY 10001
212-656-REST

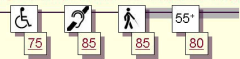
Facility: 90 one-bedroom standard units, some with efficiencies and/or whirlpools, 3 stories with interior corridors

Bath: combo or shower-only, some with roll-in shower

Amenities: refrigerators, microwaves, coffeemakers, movies available, CD players, data ports, high-speed internet access, dual phone lines, voicemail, irons, hair dryers, some no smoking, valet, coin laundry

CLICK EACH HEADING FOR DETAILED ACCESSIBILITY INFORMATION ABOUT THIS PROPERTY

HOTEL FEATURES		ROOM FEATURES	
PARKING	CORRIDORS	ENTRANCE	BATHROOM
LOBBY	ELEVATORS	DESK	SHOWER/BATH
POOL	RESTAURANT	BED	SINK
EXERCISE ROOM	BUSINESS CENTER	DRESSERS/CLOSETS	CONTROLS
PUBLIC RESTROOMS	OTHER	OTHER	



LEVEL TRAVEL Restaurant Ratings

Click ratings to get a summary of the accommodations specific to each group

The Eatery
888 Appetite Way
Chicago, IL 60601
808-OH-YUMMY

Cuisine: American

Reservations: No

Seating: Bar, Tables, Booths

Credit Cards: AMEX, MasterCard, VISA, Discover

CLICK EACH HEADING FOR DETAILED ACCESSIBILITY INFORMATION ABOUT THIS PROPERTY

GENERAL FEATURES		RESTROOM FEATURES	
PARKING	ACCESS WAYS	MENS	WOMENS
ENTRANCE	SEATING	ACCESS	ACCESS
BAR	WAITSTAFF	SINK	SINK
MENUS	SELF-SERVE LINES	STALL	STALL
PRIVATE ROOMS	OTHER	OTHER	OTHER



"Nowhere in the travel industry is there as much confusion and outright controversy as over what constitutes an accessible room. Despite the ADA (Americans with Disabilities Act), each hotel seems to have its own definition of accessibility."

fodors.com
June 2004

By 2020, there will be approximately 95 million Americans who are over the age of 55, of which more than 21 million will have either a significant mobility or sensory impairment.

