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Memo

To: Ed Magedson, Editor – Rip-off Report.com

From: Michael L. Burke, Sr. – CEO/President

Date: 4/23/2003

Re: Corporate Position Statement

Let us begin by commending you for providing a forum for consumers to get attention to their individual concerns and problems without getting bogged down in the bureaucracy of our legal system, although it still is the world's best.

Our company has recently visited your website and found reports regarding Mini Vacations, Inc. that are disturbing to us, to say the least. Please rest assured that we intend to research these individual cases immediately and see that they are handled at once. However, the anonymity of these individuals posting these statements makes it impossible for us to communicate with them, as you are aware.

That said, we would very much appreciate the opportunity to address several issues that, in all fairness, need to be included in the open forum called the Rip-off Report.

Our company was established 19 years ago. During this time, we have had the privilege to serve the travel needs of thousands of individuals, couples and families whose satisfaction with our company has created repeat customers.

Our travel certificates generally carry an expiration date of 18 months after issuance and at any given time we may have in excess of 3 million live travel certificates in circulation. With that many live travel certificates in circulation and with a percentage of those certificate-holders traveling or communicating with our national reservation center, there is a potential for gaps in communication as well as misunderstanding on behalf of the certificate holders. Additionally, each of our travel certificate products has different terms and conditions that govern reservations, travel, date changes, deposit refunds, etc. There are many times, as we have discussed, when a complaining

customer has simply refused to follow the terms and conditions, which all travelers have an opportunity to review *prior* to departure on any of our vacation packages. However, that notwithstanding, these customers will insist that we change the rules of travel just for them. Absent of that, they have your forum to relate their sides of the issues.

Every one of us at one time or another has asked a company to make good on a warranty or a rebate from a purchase, and, for lack of a shipping label for example, the issue just does not get settled. As you are aware, Mini Vacations' product is travel and travel is a "moving target," if you will, and the companies from which we procure travel – airlines, cruise lines and hotels – *absolutely* require that we adhere strictly to their requirements, and as such the same must be passed on to the traveler. Therefore, if a customer of Mini Vacations is required to forfeit a deposit because of requirements placed on us by a travel provider and our company does not absorb the loss, we can find ourselves on the Rip-off Report.

We want happy, satisfied customers – it's that simple. From an economic standpoint, our business model is built on doing business with a customer 3 or 4 times before we can say we are making a profit and if the first time we do business with someone is the last, we are losing valuable resources going forward.

Considering the enormous volume of live certificates in circulation, the number of consumers reporting to the Rip-off Report is relatively low. However, *one* unhappy customer is too many. Therefore, in addition to attempting to reach everyone who posted information on your website (with your assistance of course, as these individuals only include their first names and we are unable to find them in our database), we have created an email address – president@minivacations.com - that can be used by anyone who feels that our Customer Service Department has not properly responded to their inquiries. Our president has vowed to respond within one business day. Also, everyone knows that an open forum such as the Rip-off Report, where individuals can say anything they want to (and in animated details), lends itself to a forum in which *competitors*, disgruntled *former employees* or whomever can say anything they wish, whether it is accurate or not.

Again, we appreciate the opportunity to use your forum to resolve issues with these people, whom we simply cannot assist without further information as to their identities. Maybe other companies will also find this communication vehicle a way to improve relations with the most important people out there – the customers.

Finally, we hope that someone looking at our company will look at the 19-year picture and consider that some of these unsubstantiated, anonymous comments may be the work of individuals with vested interests in presenting a negative image of our company for their benefit.

Thank you again Rip-off Report.com for your assistance in helping us to communicate with individuals who place comments on the Rip-off Report.

Michael L. Burke, Sr. – CEO/President