



March 8, 2012

Dear Basketball Fans,

It is my pleasure to welcome you to Atlanta for the 2012 ACC Tournament. On behalf of Atlanta Convention and Visitors Bureau and the entire hospitality community, we hope that you have a productive and pleasant stay.

Whether this is your first visit or if you are a returning guest, Atlanta continues to offer new experiences. A visitor's journey begins at Centennial Olympic Park, the perfect starting point to explore Atlanta. The park is surrounded by top attractions just steps away from each other, including the Georgia Aquarium and the World of Coca-Cola. Just opened in April 2011, ATT&T Dolphin Tales continues to take the city by storm. This Cirque du Soleil style dolphin show is part of the biggest expansion to the world's largest aquarium. There's more to come. In 2013, Atlanta will open the National Center for Civil and Human Rights and the College Football Hall of Fame.

Atlanta is at the epicenter of the South, giving visitors easy access to the city. Nearly 80 percent of the U.S. population is within a two-hour flight. Getting here will only be easier when Atlanta Hartsfield-Jackson Airport opens its new international terminal in the spring of 2012.

Once you're in Atlanta, navigating the city is a breeze. Atlanta's convention corridor is also the tourist district, which means visitors are within walking distance of top-rated hotels, world-class restaurants, fun attractions and a festive nightlife. Midtown's arts district and luxury shopping in Buckhead are just a short ride away on MARTA, Atlanta's public transportation system, or a drive up the famous Peachtree Street. With so much to see and do in Atlanta, there's something for everyone.

Once again, we extend a warm welcome to Atlantic Coast Conference and hope you have an enjoyable stay in Atlanta.

Sincerely,

A handwritten signature in blue ink, appearing to read "William Pate", with a long horizontal flourish extending to the right.

William Pate
President and CEO