

For Immediate Release

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HBI to Host 2010 Webcast Conference Series

KANSAS CITY, Mo., March 5, 2010—Buoyed by the success of a recent study, Hotel Brokers International (HBI) announced today, the planning of a series of Hotel Investment Webcasts throughout 2010.

In the fall of 2009, HBI conducted a pilot program where they repackaged their popular Hotel Investor's Marketplace conference series as Hotel Investment Webcasts. The new on-line format offered attendees the ability to view information on current available hotel properties, as well as, obtain pertinent industry information. The featured prominent lodging industry speakers included: Jeff Higley, vice president of digital media & communications, HotelNewsNow.com/STR/STR Global, Shane Platt, vice president franchise development, Choice Hotels International, Nancy Johnson, executive vice president and chief development officer, Select Service Hotels, Carlson Hotels Worldwide, David Wilner, corporate vice president of development, LQ Management, LLC and Tarun S. Patel, CHA, chairman, director at large, Asian American Hotel Owners Association.

Participants were able to interact with speakers by submitting their questions, or comments, on-line during the event. Further participants were polled on various industry topics during the webcasts to further gage the pulse of the industry with results displayed as they are coming in. Sponsors of the pilot program were: Carlson Hotels Worldwide, Choice Hotels International and LaQuinta Inns.

By presenting this information on-line, HBI expanded their reach and delivered timely information to hotel investors located throughout the world. For those investors unable to attend the live event, or those wanting to review information presented, the webcasts are recorded and made available for on-demand viewing at the HBI website, www.hbihotels.com/marketplace/php. The three pilot events posted a 53 percent increase in

hotel investor attendance over the meeting room events. And, the convenience of participating in webcast events drew hotel investment viewers from fifteen different countries.

The 2010 series of Hotel Investor's Marketplace Webcasts kicks off on March 24 when event featured speaker Ed Watkins, editor of *Lodging Hospitality*, will share the results of a recent survey of the lending industry. The survey, conducted in conjunction with Hotel Brokers International, polled lenders most active in the hospitality real estate sector. The final report reveals the types of hospitality projects being funded, the current lending criteria, parameters and terms, as well as offers lender predictions for financing in 2010.

Event registration to this complimentary event may be made online at <http://www.hbihotels.com/marketplace.php>. Additional webcasts are scheduled for June 2, September 1, and November 10.

About Hotel Brokers International

Hotel Brokers International, with more than 75 hotel brokerage specialists, is the world's leading hotel sales organization. Celebrating more than 50 years of successful hotel real estate transactions, the organization annually accounts for the largest share of mid-market transactions in the United States. With a database currently comprising more than 150 property listings, the HBI website attracts more than 30,000 monthly site visitors from approximately 40 different countries. Founder and host of the popular Hotel Investor's Marketplace, HBI also developed the Certified Hotel Broker program and publishes *TransActions Recap*, the industry's leading source of hotel real estate sales data.

In addition to broker services, HBI offers affiliate membership to professionals in allied fields, including franchising, lending, appraisals and investment services. For more information about HBI's hotel listings or to become a broker or affiliate member, HBI may be reached at (816) 505-4315 or via the Internet at www.hbihotels.com.