



March 24, 2011

MEDIA RELEASE -- FOR IMMEDIATE RELEASE

Contact: Bob Hayes

1.714.540.9300 (telephone-USA)

bhayes@burba.com (email)

BHN Expanding to Accommodate Global Demand

Costa Mesa, California: BHN announced today that the hotel conference producer will be expanding its operations significantly in 2011, in response to increased attendance at its hotel investment events around the world. Plans include hiring additional staff, expanding its corporate offices by nearly 30 percent, and launching new projects and product lines.

BHN president Jim Burba said, "With the launch of our new Hotel Investment Conference Europe (Hot.E) conference in London, the new Hotel Opportunities Latin America (HOLA) conference in Miami, and significant jumps in attendance at our HICAP (Asia) and ALIS events, we believe the time is right to position ourselves for the anticipated acceleration in the hotel deal business." Burba added, "We have several new projects in development now, and it looks like the time may be right to 'pull the trigger.' We have confidence that the economy and hotel investment climate is on a strong rebound track."

In December 2010, BHN reported robust increases of over 15 percent in the registration pace for its 2011 events, including the Americas Lodging Investment Summit (ALIS), held in January 2011.

A number of reporting agencies have noted that meetings and travel business is improving, with 2011 seen as a possible turn-around year for the industry. "We believe that the strong increases we are seeing in our registration and sponsor numbers indicate that the hotel investment community is getting back to business and doing deals again," Burba said.

BHN is the global leader in producing hotel investment conferences around the world, which in 2010 drew over 4,000 international delegates. Upcoming BHN events include: the Americas Lodging Investment Summit (ALIS) in Los Angeles; the ALIS Summer Update in Dallas; the Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP UPDATE in Singapore; HICAP JAPAN in Tokyo; the Hotel Investment Forum India (HIFI) in Mumbai, the new Hotel Opportunities Latin America (HOLA) conference in Miami; and the new Hotel Investment Conference Europe (Hot.E) in London.

About BHN

BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. With more than two decades of experience, over 80 events completed or in production to-date, and more than 60,000 international delegates, BHN conferences have become "must attend" events for industry leaders who come together to network, conduct business and to learn about the latest trends. The BHN website at <http://www.burba.com/> is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world.