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BHN and HOTELS' Investment Outlook Magazine Form an International Strategic Alliance

Costa Mesa, California: Burba Hotel Network (BHN) announced today that the hotel investment conference producer has formed an international strategic alliance with *HOTELS' Investment Outlook* (HIO), a sister publication to *HOTELS magazine*. Both BHN and HIO are leaders in communicating with the international hotel investment community.

BHN recently announced expansion plans resulting from increased demand at the company's international events. About the HIO alliance BHN president Jim Burba said, "With the launch of our new Hotel Investment Conference Europe (Hot.E) and the new Hotel Opportunities Latin America (HOLA), and the significant jumps in attendance at all our events around the globe, we believe the time is right to be positioned for the acceleration of growth in the global hotel industry.

"We've always been impressed with the excellent quality of HIO, the leading international hotel investment publication and one which mirrors our international delegate base. We are looking forward to working with Dan Hogan, Jeff Weinstein and their excellent team to better serve the needs of the global hotel investment community", Burba added.

Publisher Dan Hogan of HIO said, "All of us at *HOTELS* and *HOTELS' Investment Outlook* are thrilled with our new relationship with Burba Hotel Network. Jim Burba and his team have built an incredible and highly respected conference organizing business, and this strategic alliance will greatly benefit both of our companies."

The upcoming September issue of HIO will formally introduce the alliance with the addition of editorial content provided by BHN. In addition, Burba has joined the HIO International Advisory Board.

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. BHN events include: the Americas Lodging Investment Summit (ALIS) in Los Angeles; the ALIS Summer Update in Dallas in 2011; 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 in 2012; 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. The BHN website at 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.

About HOTELS' Investment Outlook

HOTELS' Investment Outlook (HIO) has been published since 1996, reaching the leaders in hotel investment, development in finance communities with cover stories about prominent global investors and analysis of the big deals being made around the world. For more than 45 years, each issue of *HOTELS* Magazine offers a variety of feature reports on multiple aspects of hotel operations and development—always done in a timely and topical manner with the needs of our unique global readership in mind. The brand's website, www.hotelsmag.com, provides breaking news, insightful blogs and delivers a daily news service to more than 30,000 readers worldwide.