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PRESS RELEASE

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Hotel Investment Community Gathers at the Inaugural Hotel Investment Conference Europe (Hot.E) in London

Costa Mesa, California, USA The Hotel Investment Conference Europe (Hot.E) was successfully launched on 6th September, 2011, at the Park Plaza Riverbank Hotel in London by Burba Hotel Network (BHN). BHN is recognized as the worldwide leader in developing and organizing conferences for the hotel and tourism investment community, and Hot.E represents the 92nd event completed by the firm.

Nearly two hundred and fifty delegates registered for the conference, despite the uncertainty in the European financial markets over the summer. Even with the difficult times in the capital markets, the mood in the hotel investment community was generally optimistic and hotel performance numbers and transactions were reported to be continuing their upswing.

Hot.E brought together a stellar group of Europe's top investment experts to share their insights about where the European hotel industry is headed. Key capital market leader's from firms such as Blackstone, Starwood Capital Group, Pandox, London & Regional, Canyon Equity, Union Investments, Royal Bank of Scotland, Barclays Bank, Aareal Bank AG, and Lloyds Banking Group were part of the lively dialogue about where the opportunities lie in the coming year. Another highlight of Hot.E was the series of special workshops that focused on investment opportunities across three distinct regions of the continent.

"The conference went off without a hitch, and from the delegate feedback received it was a very successful inaugural event." said Hot.E Chairman Jim Burba, president of BHN. "Planning is underway for the 2012 event, with the dates and location to be announced shortly" Burba added.

More information about upcoming hotel and tourism investment conferences, including sponsorship details, may be found at www.Burba.com .

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About BHN

With more than two decades of experience, over 90 events completed or in production to-date, and more than 66,000 international delegates, BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. 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; 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 Hotel Opportunities Latin America (HOLA) conference in Miami; and the 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.