

For Immediate Release

Contact:

Glenda Webb
Hotel Brokers International
(816) 505-4315

Melanie Boyer
Daly Gray Public Relations
(703) 435-6293

Hotel Brokers International Forms Strategic Alliance with Vantage Hospitality

Newly Formed Partnership Will Establish Hotel Referral System

KANSAS CITY, Mo., January 31, 2007—Hotel Brokers International (HBI), the nation's largest brokerage organization with more than 30 offices coast to coast, announced the formation of a strategic alliance with Vantage Hospitality, the parent company of Americas Best Value Inn and the Lexington Collection hotel brands, to establish an innovative hotel referral system between the two companies. The announcement was made today at HBI's annual national conference held in Las Vegas.

The partnership, called Vantage International Brokers Exchange (VIBE), establishes HBI as the preferred broker for Vantage Hospitality, which will provide referrals to HBI members. In turn, HBI will provide Vantage with leads on qualified properties that are in the process of changing their national brand affiliations or seeking a brand affiliation.

"VIBE is a win-win situation for both organizations," said Teague Hunter, HBI's president and executive vice president of Hunter Realty. "HBI has more brokers 'on the ground' in more locations than any other hotel brokerage organization, which gives us better local market intelligence. Vantage has been the fastest-growing hotel chain for four years in a row and has membership development directors throughout the country. Combined, we'll have greater knowledge of the markets and access to hotel owners interested in buying and selling."

“Our two organizations have a long history of cooperation, and this agreement takes our relationship to the next level,” said Roger Bloss, Vantage’s founder, president and CEO. “This arrangement speaks to the confidence that both organizations have in one another and establishes a platform for growth for both organizations.”

Hunter noted the value of Vantage’s expertise in the mid-market hotel sector. “Vantage has quickly established itself and is already the 12th largest hotel company in the world,” he said. “HBI members will receive in-depth training about Vantage’s distinctive membership model that differs from traditional hotel franchising through low, flat fees, short-term contracts and participation in the brand’s direction.”

Vantage has developed a special VIBE website, www.vantagehospitality.com/vibe, where HBI associates can register, submit referrals, and monitor the status of their referrals.

About Vantage Hospitality Group

Vantage Hospitality Group, the parent company of Americas Best Value Inn and The Lexington Collection, is the 12th largest hotel company worldwide, and the only hotel brand to be ranked on the Inc. 500 List of Fastest Growing Private Companies. Vantage’s award-winning membership hotel brand, Americas Best Value Inn, has been recognized by the lodging industry as the fastest growing hotel chain four years in a row, and the group’s founder and CEO, Roger Bloss, was named the 2006 Innovator of the Year by *Lodging* magazine. Vantage introduced The Lexington Collection in the second quarter of 2006. With 15 properties already open, it is the only membership hotel brand in the three - four star lodging segments. Vantage recently introduced its membership model to the China hospitality market through its hotel brands, Chinas Best Value Inn and The Lexington Collection. For more information, visit www.VantageHospitality.com.

About Hotel Brokers International

Founded in 1959, Hotel Brokers International (HBI) is the world's largest and oldest hospitality real estate organization, with a rich heritage of experience and expertise in hotel real estate valuation, transactions, and other essential services. Comprised of over 75 hotel real estate broker specialists, HBI provides the hospitality industry with the most powerful hotel real estate marketing force, creating greater visibility through a unified and inclusive advertising and marketing approach. For more information, please visit, www.hbihotels.com.