

CRESCENT HOTELS & RESORTS SELECTS REVIEW ANALYST AS GUEST REVIEW TOOL OF CHOICE

Dallas, TX – (10/01/10) – More than 50 Crescent Hotels & Resorts will partner with the Dallas-based Standing Dog Interactive in an effort to manage online guest review content through Standing Dog’s ReviewAnalyst program. After researching and comparing ReviewAnalyst with other competitive products, Crescent made the decision to make Standing Dog’s product their top choice. “The ability to quickly view and comprehend the most recent online activity for both an individual hotel and an entire management group was the key factor in our decision.” Lovell Casiero

Over 2,000 hotel clients are currently using Review Analyst to manage their online reputation. The easy-to-use tool collects reviews, media, and statistics from top travel review sites and social media sites and allows hotels to respond back to the online community. Additionally, ReviewAnalyst is a valuable research device that offers rating and ranking comparisons with a hotel’s top competitors. Hotels can gain a measurable advantage by gaining the ability to compare and contrast their rating with those of their main competition.

Michael Wylie, President and CEO of Standing Dog Interactive states, “Crescent Hotels and Resorts is one of the premier hotel management companies in the industry and we are excited to have them on board. They understand that consumer reviews and social media can have a significant impact on their hotels bottom line. Managing their hotel’s online reputation places them in a much stronger position as a management company.”

ReviewAnalyst is available for individual hotels and groups at very affordable rate. For more information, visit www.reviewanalyst.com.

About Standing Dog Interactive

Standing Dog Interactive Media and Marketing is a full-service Internet marketing agency specializing in the hospitality industry. Standing Dog implements custom online initiatives through search engine optimization, search engine marketing, creative design, content development and social media. The Dallas-based agency has developed a respected worldwide clientele by delivering unparalleled service and a significant return on investment for its clients. For more information, visit www.standingdog.com.

About Crescent Hotels & Resorts

Headquartered in Fairfax, Va., outside of Washington, D.C., Crescent Hotels & Resorts owns, manages and co-invests in hotel real estate, and is an independent, third-party operator of hotels, and resorts. The company currently owns or operates approximately 65 hotels and resorts aggregating more than 14,000 rooms in 28 states, Canada & Caribbean. The company’s portfolio encompasses properties in the luxury, resort, upper upscale full-service, boutique, convention and premium select-service segments under the premier hotel brands of Marriott, Hilton, Starwood, Hyatt, InterContinental,

Radisson, Preferred, and Wyndham, as well as legendary independent hotels & resorts. Additional information about Crescent Hotel & Resorts may be found on the company's Web site www.chrco.com

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