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FOR IMMEDIATE RELEASE

**BRAD HOOVER JOINS M3 HOTEL ACCOUNTING  
AS DIRECTOR OF ACCKNOWLEDGE SALES**  
**Hospitality industry veteran brings over 24 years experience to M3**



(GAINESVILLE, GA – 03/17/11) M3 Hotel Accounting announced that **Brad Hoover** has joined the Gainesville-based hotel accounting software company as Director of AccKnowledge Sales. Brad takes over for Rick Frommer, who will be retiring from his sales leadership role.

Brad brings a wealth of operations and management experience with him to his new role. As Vice President of Finance and Internal Compliance with The Procaccianti Group from 2004 to 2011, he handled the oversight of all hospitality accounting functions for 63 hotels. Prior to his leadership role with Procaccianti, Brad lead the central accounting office for Crossroads Hospitality, a division of Interstate Hotels, that managed over 120 limited service hotels. Brad also served as Hotel Controller and General Manager for several full-service properties throughout Florida and the Midwest over the course of 18 years. He has worked with M3 Hotel Accounting products for over six years, and is extremely familiar with the AccKnowledge product. Brad holds a Bachelor of Science degree in Accounting from the University of North Carolina, Charlotte.

In his new role, Brad Hoover will work with existing and future M3 clients to develop hotel specific accounting solutions for their hotel portfolios. As the 2003 award winner of Hospitality Financial and Technology Professionals' "*Certified Hospitality Accountant Executive of the Year*", Brad's extensive knowledge of the industry and wealth of hospitality business contacts will serve him well in assessing clients' needs.

"Brad Hoover brings a wide array of hospitality industry contacts to our sales team, along with invaluable firsthand experience with our AccKnowledge product," explained **Allen Read**, Chief Operating Officer/President of M3 Hotel Accounting. "As M3 experiences continued success and growth in our client base, the addition of Brad to our staff will bring us the potential for even more industry contacts through someone who is well-known and respected in the business."

As the industry leader in hotel specific accounting software, M3 Hotel Accounting processes over \$8 billion in financial transactions annually. The company was founded in Gainesville, Georgia in 1998, and currently provides internet-based accounting and payroll services to over 2,000 hotels across the country, with annualized revenue growth of 25% over the last 10 years.

Brad Hoover can be reached at 407.492.7640, or by e-mail at [brad@m3as.com](mailto:brad@m3as.com).

**About M3 Hotel Accounting**

M3 Hotel Accounting was created in 1998 from one of the oldest and most successful hospitality companies in the industry. This experience, coupled with its software development expertise, has allowed M3 to develop an integrated suite of hospitality accounting products, including M3Link, AccKnowledge, InnQuire, LaborWatch and payroll services, allowing hotel owners, operators and managers unsurpassed access to the information they need most. The company currently has over 2,000 hotels on-line, and has never had a price increase for its services in over 10 years of operation. For more information, visit [www.hotelaccounting.com](http://www.hotelaccounting.com).

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