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**MEDIA ALERT: ALLIANCE HOSPITALITY ADDS TWO POSITIONS TO CORPORATE ROSTER**

**Alliance offers a selection of hospitality revenue management, sales and marketing, and hotel operations to clients**

Raleigh, NC (May 23, 2011) – http://www.alliancehospitality.com/ [Alliance Hospitality], a hospitality management company based in Raleigh, North Carolina, today announced the appointment of Regan O’Rourke to the position of Corporate Manager of Sales Training and Development and Noreen Sheridan to the position of Corporate Manager of Operations Training and Development. O’Rourke will report to Ryan Gosdin, Vice President of Sales and Marketing, and Sheridan will report to Mark Antolik, Vice President of Operations.

Rolf Tweeten, President and CEO of Alliance Hospitality said, “The addition of these positions to our http://www.alliancehospitality.com/Home/ExecProfiles [corporate staff] will ensure that our organization meets the goal of providing our hotels with the highest level of operations, revenue management, and sales and marketing support in the hospitality industry. Investing in training our sales and operations team members showcases our commitment to developing the highest caliber team members in the industry, and to implementing a comprehensive hospitality management system at all of the hotels in the Alliance Hospitality portfolio.”

O’Rourke is responsible for the development and delivery of http://www.alliancehospitality.com/Home/SalesMarketing [Alliance Hospitality Sales Training Processes] and for providing assistance to focus hotels. She is also responsible for the strategic and tactical implementation of hotel sales policies and procedures for Alliance Hospitality. Prior to this appointment, O’Rourke held both property level director of sales and task force director of sales positions with Alliance Hospitality. She has worked with multiple brands including Marriott, Hilton, Starwood, Choice, and IHG. O’Rourke holds a BA in Management from the University of Kansas and is a Gamma Phi Beta Alum.

“Regan’s expertise in business development for hotel sales and marketing, combined with her strength in employee engagement will advance our sales culture here at Alliance Hospitality and ensure that our hotels lead their markets and exceed stakeholder expectations,” said Ryan Gosdin, Vice President of Sales & Marketing.

Sheridan is responsible for the creation and implementation of http://www.alliancehospitality.com/Home/Operations [operations training processes for Alliance Hospitality], and for conducting the on-boarding process for operations professionals new to the organization. Additionally, Sheridan promotes the Alliance Hospitality service culture and assisting transitioning and challenge hotels in the portfolio. She began her career with Alliance Hospitality in property-level operations as the general manager of the Hilton Garden Inn O’Fallon and The Regency Conference Center. Sheridan has worked with multiple hotels including full service, select-service, extended stay, all suite, and boutique hotels and resorts.

Mark Antolik, Vice President of Operations said, “Noreen’s leadership will advance the engagement of our operations team at Alliance Hospitality. Our success depends upon our people, and this position further exhibits our commitment to providing them with the tools and resources they require.”

\*\*PHOTOGRAPHS & INTERVIEWS AVAILABLE UPON REQUEST\*\*

About Alliance Hospitality Management:

Alliance Hospitality is an innovative next-generation hospitality management company, headquartered in Raleigh, North Carolina. Alliance was founded in 2003 to manage lodging assets for institutional investment groups, individual owners and lenders. Alliance Hospitality provides value by developing the highest caliber hospitality professionals, and through implementing proprietary tools and unique processes to create a comprehensive hospitality management system. The Alliance portfolio of full-service, extended stay, all-suite, and select service hotels includes hotels operating under agreements with Marriott, Hilton, IHG, Carlson, Wyndham, Choice, and Starwood as well as Independent hotels.

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