



Superior Management of Premier Hotel Properties

ABOUT US

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 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, Choice, and Starwood as well as independent hotels.



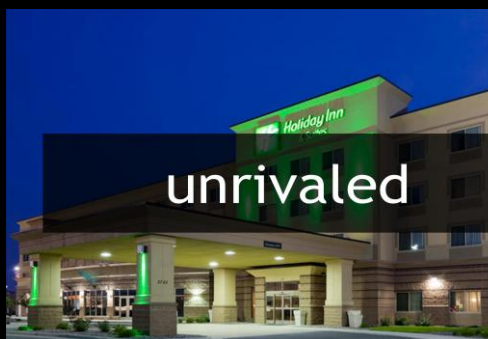
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We are committed to providing our hotels with the highest level of operations, revenue management, and sales & marketing support in the industry.

- ROLF TWEETEN, CEO

LEADERSHIP

All operating officers in the company have years of experience at all levels of lodging products and bring with them rich and diverse backgrounds to guide the day-to-day operating performance of the portfolio. In keeping with the company mission statement, brand relationship development is vital to the success of each franchised property. This approach has allowed us to become a recommended management company by Marriott and Starwood. In order to maintain brand compliance and continue the brand relationship, we have established brand experts that interface with each brand's support personnel. Brand Experts consist of Vice Presidents or Area Resource Managers that interface with each brand's franchise support personnel. They serve as a resource to all General Managers within their brand portfolio to ensure compliance with Brand Operating Standards and help the organization stay abreast of an ever increasing number of changes in franchise requirements and brand marketing solicitations.





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SERVICES

Our success depends upon our people. We will hire the right people, train them properly, and utilize all resources available to ensure we monitor their success and growth. We will encourage our people, provide them with the tools and resources to be successful, and always communicate strengths and shortcomings. Training cannot be sacrificed and must always be on the minds of our leaders.

Operations



Sales & Marketing



Revenue Management



Through our Vice President of Operations and Area Resource Managers, Alliance Hospitality has a more visible focus and accountability on its assets at the property level. Our structure allows for more consistent and precise communication to ensure properties are focused—from an owner's perspective—on asset maintenance and management. Alliance has an open and honest environment that encourages a less adversarial role between hierarchy and a more shared role to work together for solutions and ideas.

Sales and Marketing is a critical part of a results-oriented strategy that drives consistent, above-average revenues to each of our hotels. To ensure sales and marketing efforts are appropriate, given highest priority, and reflect our corporate culture of excellence, Alliance Hospitality provides strong corporate support to hotel marketing departments through our Vice President of Sales & Marketing and Corporate Manager of Sales Training and Development.

Managing revenue is a key priority of every Alliance Hospitality hotel. Our hotel staffs strive to improve RevPar penetration consistently, year over year, driving continual growth in our market share. A primary goal of Revenue Management that aligns our culture with this discipline is creating an ongoing educational process whereby each hotel's staff can interact and demonstrate their strengths, as well as identify those areas that will promote development of new strategic initiatives. Our Regional Managers of Revenue Strategy work directly with our hotel revenue teams to cascade innovative ideas and knowledge throughout the organization in order to build revenues.

Human Resources



Alliance Hospitality's Human Resources administers all human resource and risk management practices and initiatives, and is also responsible for manpower planning and recruitment, benefits administration, directs and monitors development programs, labor and contract negotiations, legal compliance, and consults to training and development.

Accounting



A staff of experienced CPAs, strong internal controls, a state-of-the-art accounting/reporting system, and an integrated PC network, all allow the Financial Services division of Alliance Hospitality to collect, properly interpret and consolidate financial information to ensure our hotels are operating cost-effectively and profitably. With centralized accounting services and uniform procedures, we improve cash flow and timely reporting for each of our ownership groups, as well as help home office management to closely monitor each property's operation.

Information Technology



The Alliance Hospitality Information Technology department supports all corporate and hotel technology systems, projecting work that improves systems and communications at all hotel locations. IT increases productivity by automating manual tasks, and eliminating duplicate work by implementing and upgrading systems.

For more information please contact:

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