

FOR IMMEDIATE RELEASE



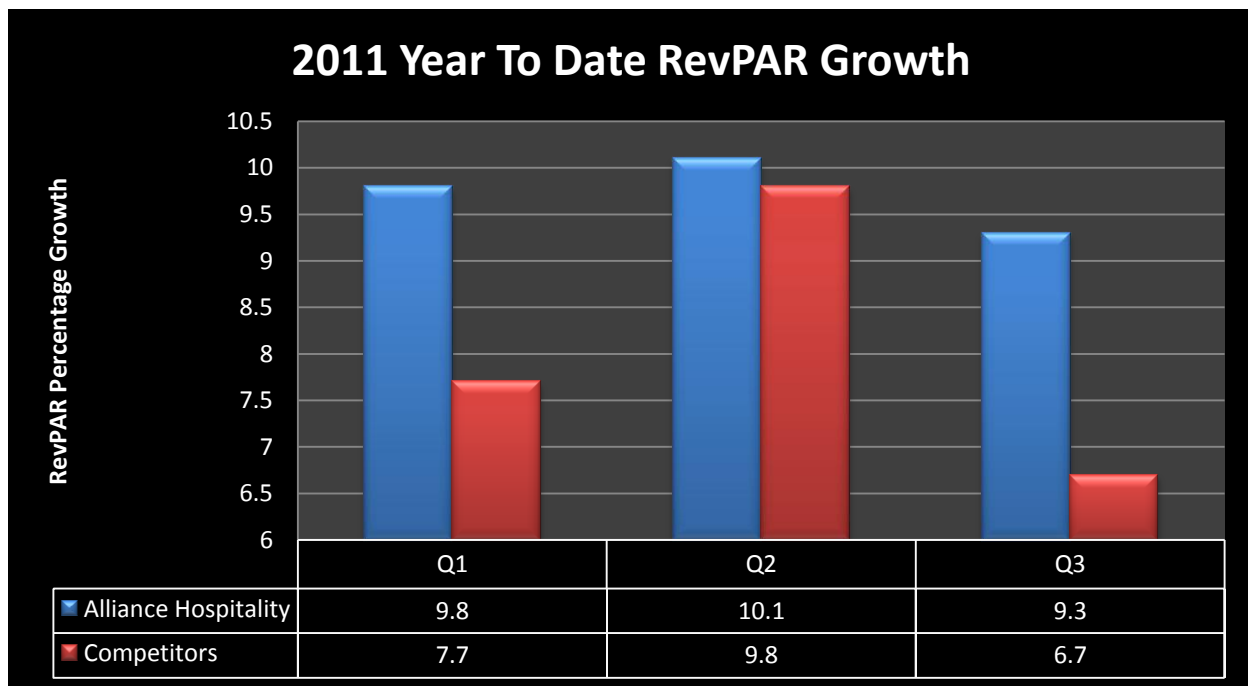
Alliance Hospitality announces strong financial results for third quarter 2011.

Portfolio of managed hotels surpasses results of competitors with 15.6 percent higher growth in revenue per available room for the Quarter. Year to Date results exceeded competitive market by 38.8 percent in revenue per available room.

Raleigh, NC (AllianceHospitality.com) November 16, 2011 - [Alliance Hospitality](http://AllianceHospitality.com), a hotel management company based in Raleigh, North Carolina, today reported operating results for the third quarter 2011. [Ryan Gosdin, Vice President of Sales & Marketing](#) commented, "For the third consecutive quarter in 2011, we have exceeded the results of our competitors in year over year growth in revenue per available room. This growth is attributed to our industry-leading sales, revenue management, and ecommerce program at Alliance Hospitality."

For the three month period ending September 2011, the Alliance Hospitality portfolio of hotels outperformed competitive set hotels by 15.6 percent in guestroom revenue growth compared to the same period in 2010 according to data released by [Smith Travel Research](#).

Year to date as of September 2011, Alliance Hospitality reported guestroom revenue growth 38.8 percent higher than competitive set hotels and 12.0 percent higher than the national average. This strong performance is expected to continue throughout the remainder of 2011 based on current occupancy levels versus the competitive set indicated by our enterprise demand reporting via [TravelClick](#).



Regarding the financial results for the Alliance Hospitality portfolio of hotels, [Rolf Tweeten, Chairman and CEO](#) said, "Our strong results for Q3 2011 further illustrate our commitment to delivering superior financial results for the assets that we manage. Many of our competitors continue to offer a lower cost hospitality management program that provides lower value and return on investment. Our comprehensive program combines industry-leading revenue management and sales support with operations and accounting controls to deliver higher gross operating profits across the board."

About Alliance Hospitality

[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.

This press release contains "forward-looking statements" that involves risks, uncertainties and assumptions. Forward-looking statements can be identified by words such as "anticipates," "intends," "plans," "seeks," "believes," "estimates," "expects" and similar references to future periods. These forward-looking statements include the quotations from management in this press release, as well as any statements regarding Alliance Hospitality's strategic plans and future guidance. Forward-looking statements are based on our current expectations and assumptions regarding our business, the economy and other future conditions. Since forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Our actual results may differ materially from those contemplated by the forward-looking statements. Important factors that could cause actual results to differ materially from those in the forward-looking statements include regional, national or global political, economic, business, competitive, market and regulatory conditions. Any forward-looking statement made by us in this press release speaks only as of the date on which it is made. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

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