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Aimbridge Hospitality Joins “Hotel Cuisine & Lifestyle” Initiative
Hotel Cuisine & Lifestyle’s Aggressive Growth Track Builds Momentum

Phoenix, AZ – October, 2005. – Aimbridge Hospitality, a national real estate and management company has joined *Hotel Cuisine & Lifestyle*, the industry’s first initiative that allows emerging hotel chains and management companies to align under a dedicated lodging channel procurement and marketing program.

Launched in mid-October 2005 by Phoenix-based The Sieb Organization, a national hospitality, foodservice and real estate consulting firm, *Hotel Cuisine & Lifestyle* is quickly gaining momentum as leading hotel management companies, emerging hotel chains and independent operators discover the value-added benefits of the initiative.

“The announcement of Aimbridge Hospitality, a company with successful operations throughout the United States, joining the *Hotel Cuisine & Lifestyle* initiative speaks volumes about the program’s structure and benefits. It also proves our competitive strength in the marketplace,” said Eric Sieb, Principal of The Sieb Organization.

“Joining forces with The Sieb Organization and their new breakthrough foodservice procurement and marketing initiative for hotels is a natural fit for our corporation,” said Dave Johnson, President and CEO of Aimbridge Hospitality. “When Eric Sieb introduced the *Hotel Cuisine & Lifestyle* initiative, we immediately saw the opportunities and benefits. With our successful track record of revenue management and profitability, the concept of upgrading foodservice quality, while lowering costs and driving revenue is just smart business.”

With SYSCO as its national foodservice distributor, The Sieb Organization sees channel procurement and marketing initiatives as the wave of the future. “Over the past eight years we’ve worked successfully with SYSCO in applying this foodservice ‘go to market’ strategy with several national multi-unit chains,” added Sieb. “Now we look forward to applying this same strategy with emerging hotel companies like Aimbridge Hospitality.”

The *Hotel Cuisine & Lifestyle* initiative is on an aggressive growth track and projecting to make important milestones in 2006 with the debut of a trade magazine, as well as launch of the catalog website. The initiative boasts a portfolio of fully integrated marketing solutions and provides a number of highly competitive advantages by offering:

- A SYSCO national distribution agreement that provides contracted fixed margin percentage over landed cost.
- A trade magazine designed to inspire hotel foodservice excellence through beautiful photography, educational content and ‘best practice’ case studies.

- A catalog website that offers customized menus, signage, sales collateral and POS resources to drive revenue in all foodservice outlets and departments.
- Continuing education programs designed to educate and motivate hotel foodservice management and personnel.
- Opportunities to participate in exclusive trade shows and conferences.
- Hotel foodservice job placement and career resources.

About The Sieb Organization

The Sieb Organization is a Phoenix-based, national hospitality and foodservice consulting and marketing firm. Founded in 1992, the firm provides a fully integrated base of services targeted to the needs of multi-unit chain operators, foodservice manufacturers/suppliers, and selected hospitality trade channels. In October of 2005, The Sieb Organization merged with Phoenix-based Hands On Advertising, a highly visible player in the real estate and leisure market servicing a prestigious portfolio of clients throughout North America. By combining business analytics with brand building, marketing, and sales strategies, The Sieb Organization offers a truly distinctive service to its client base.

Hotel Cuisine & Lifestyle is a trademarked brand and division of The Sieb Organization. For additional information, please visit online at: www.hotelcuisineandlifestyle.com or call Eric Sieb at 1-800-991-SIEB.

About SYSCO:

SYSCO, the largest foodservice marketing and distribution organization in North America, provides food and related products and services to approximately 390,000 restaurants, healthcare and educational facilities, lodging establishments and other foodservice customers. For the fiscal year 2005 that ended July 2, 2005, the company generated sales of \$30.3 billion and net earnings of \$961.5 million. For more information about SYSCO visit the company's home page at www.sysco.com.

About Aimbridge Hospitality

Aimbridge Hospitality is a hotel real estate and management company created to identify management opportunities throughout the United States focusing on hotels in suburban markets. Aimbridge provides management, asset management, capital renovation supervision, accounting and consulting services for its strategic partners. Current hotel portfolio includes: Doubletree Hotel – Milwaukee/Brookfield, Wisconsin; Wyndham Garden Hotel – Dallas, Texas; Wyndham Garden Hotel – Overland Park, Kansas; Wyndham Garden Hotel – Schaumburg, Illinois; Wyndham O'Hare – Rosemount, Illinois; Wyndham Garden Hotel – Charlotte, North Carolina; Wyndham Garden Hotel – Novi, Michigan; Wyndham Garden Hotel – Pleasanton, California; Wyndham Garden Hotel – Wood Dale, Illinois; Wyndham Vinings – Atlanta, Georgia; Summerfield Suites – Austin, Texas; Hilton Garden Inn – Dallas, Texas; Marina Hotel – San Pedro, California; and Casa Sirena Hotel – Oxnard, California. For more information, visit www.aimbridgehospitality.com.