

FOR IMMEDIATE RELEASE

The Sieb Organization Launches www.hotelcuisineandlifestyle.com Web Site
*New Web Site, Aimed At Emerging Hotel Chains, Management Companies,
and Independent Operators Provides Exclusive Foodservice
Procurement and Marketing Resources*

Phoenix, AZ – June, 2006 – The Sieb Organization, a Phoenix-based national hospitality and real estate development consulting and marketing firm, today announced the launch of www.hotelcuisineandlifestyle.com web site, allowing emerging hotel chains, management companies, and independent operators to exclusively access an integrated web platform offering competitive foodservice procurement programming and revenue enhancing marketing resources.

“Participating *Hotel Cuisine & Lifestyle* hotels can now access competitive foodservice procurement programming online, as well as high-quality and affordable menus, sales collateral, POS, and signage resources,” said Eric Sieb, principal. “Upgrading foodservice quality, while lowering costs and driving new revenues in all outlets and departments is our primary focus.”

From a foodservice procurement resource, the *Hotel Cuisine & Lifestyle* web site showcases the competitive features of the SYSCO national distribution agreement, as well as national manufacturer programs. These programs allow HC&L hotels to purchase nationally recognized brands, at contracted costs with incentives and allowances.

From a foodservice marketing resource, the *Hotel Cuisine & Lifestyle* web site offers a broad range of pre-printed menu, merchandising and sales collateral materials that can be customized to feature a hotel’s brand and specific offerings. Currently, these pre-printed materials include: Kids Menu Placemats, In-Room Breakfast Door Hangers, In-Room Bottled Water Hang Tags, Weddings and Meetings sales materials and business cards. In addition, hotels can create their own materials and signage through the web site’s Photos On-Demand feature.

“This initiative fills a significant void in the hotel industry. Historically, hotels were the standard for dining and foodservice excellence in the marketplace,” added Sieb. “This quality foodservice positioning has eroded over time to more innovative and competitive hospitality channels. We believe that the *Hotel Cuisine & Lifestyle* web site provides emerging hotel chains, management companies, and independent operators with the necessary foodservice procurement and marketing resources to compete successfully in the marketplace and deliver unique and memorable foodservice experiences to their guests.”

The *Hotel Cuisine & Lifestyle* initiative boasts a portfolio of fully integrated marketing solutions. In addition to the launch of the new web site, the premiere issue of the HC&L trade publication will appear in late 2006.

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 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.

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