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LELAND C. PILLSBURY TO RECEIVE 2010 ISHC PIONEER AWARD

Industry Innovator to be Honored at ALIS

Washington, October 14, 2009—Leland C. Pillsbury, co-chairman and chief executive officer, Thayer Lodging Group, will receive the 2010 International Society of Hospitality Consultants (ISHC) Pioneer Award at the Americas Lodging Investment Summit (ALIS), January 25-27, 2010, in San Diego.

Pillsbury formed Thayer Lodging Group, a privately-held hotel investment company based in Annapolis, Maryland, in 1991 with Frederic V. Malek. Pillsbury oversees all aspects of Thayer's activities, including strategy and investment policy. Since forming its first private equity fund in 1991, Thayer has completed 37 hotel investments with a total acquisition cost of approximately \$1.8 billion.

Pillsbury is also a founder and partner in TIG Global Internet Marketing Company; EMC Venues, representing conference centers and resorts; Hubs1, the GDS platform for China; HQuant Lodging Real Estate Index Group; and Thayer Insurance Group, providing specialized health, benefits, liability and property insurance to hotels nationwide.

Pillsbury began his career in the lodging industry in 1969 when he joined the Marriott Corporation. During a 20-year tenure at Marriott, he served in a variety of roles, including general manager, director of sales and marketing, and corporate officer and executive vice president of Marriott Corporation. He was responsible for launching several initiatives, including revamping Marriott's pricing strategies, developing the first generation of revenue management and yield management systems, and developing Marriott's frequent traveler program. He also launched venture teams that led Marriott's entry into the time-sharing business, Fairfield Inns' economy lodging business, and acquired the Residence Inn Company. As vice president and general manager of Fairfield Inns and Residence Inn, he supervised 18,000 people and in excess of \$1 billion in capital investment in lodging products. Prior to forming Thayer, Mr. Pillsbury founded Grand Heritage Hotels, a manager of historic and unique independent hotels.

During Pillsbury's career in lodging/hospitality real estate, he has overseen the launch, acquisition, and operation of over 250 hotels throughout the U.S.

Pillsbury received a bachelor's degree of science from the Cornell School of Hotel Administration and an Executive M.B.A. from Northwestern University J.L. Kellogg Graduate School of Management. He serves on the University Council at Cornell University, the Dean's Advisory Board of J.L. Kellogg School of Management, and is a director and investor in several privately-held companies. Pillsbury is founder and director of the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at Cornell University.

“Lee was chosen for this award not only having been a pioneer in co-founding the Thayer Lodging Group and TIG Global, but also founding the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at Cornell University,” said Lori Raleigh, executive director of ISHC.

The ISHC Pioneer Award was established in 1996, honoring those in the lodging community based on three criteria: active involvement in the industry, extensive contribution to the industry, and personal/organizational attributes and qualities. Further details on specific criteria supporting these general categories can be found on the [ISHC Website](#).

Co-hosted by the American Hotel & Lodging Association (AH&LA) and Burba Hotel Network (BHN), the two-and-a-half-day ALIS event features an extensive array of seminars and panels hosted by leading experts and investors discussing important trends and identifying new opportunities. The conference attracts the lodging industry's leading hotel executives, investors, lenders, developers, and professional advisory community. Proceeds from ALIS benefit the educational, research, and training missions of the Educational Institute (EI) of the American Hotel & Lodging Education Foundation (AH&LEF), AH&LA's nonprofit affiliate.

Online registration is available via the [ALIS Website](#). For general event information and sponsorship opportunities, contact Jonathon Zink, BHN director, at (714) 540-9300 or jzink@burba.com.

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Serving the hospitality industry for a century, AH&LA is the sole national association representing all sectors and stakeholders in the lodging industry, including individual hotel property members, hotel companies, student and faculty members, and industry suppliers. Headquartered in Washington, D.C., AH&LA provides members with national advocacy on Capitol Hill, public relations and image management, education, research and information, and other value-added services to provide bottom line savings and ensure a positive business climate for the lodging industry. Partner state associations provide local representation and additional cost-saving benefits to members.

AH&LEF is the charitable fund-raising and endowed fund-management subsidiary of the American Hotel & Lodging Association. Founded in 1953, AH&LEF is the premier organization for scholarships, professional certification, and instructional material as well as funding for hospitality industry research.

BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. With more than two decades of experience, over 70 events completed to date, and more than 56,000 international delegates, BHN conferences have become "must attend" events for industry leaders who come together to network, conduct business and to learn about the latest trends. BHN events include: the Americas Lodging Investment Summit (ALIS) in San Diego; the ALIS Summer Update in Los Angeles; the Central America Tourism & Hotel Investment Exchange (CATHIE); the Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP Update Singapore; HICAP Update Japan in Tokyo; and the Hotel Investment Forum India (HIFI) in Mumbai. The BHN website at www.Burba.com is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world.