



For Immediate Release

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Hostmark Taps Mark Heisler - Vice President of Development

Schaumburg, IL, August 21, 2006— Mark Heisler joined Hostmark Hospitality Group from Starwood Hotels & Resorts where he led Starwood's franchise development efforts in a 22-state region. Mark is responsible for the addition of more than \$500 million of hotel real estate to the Westin, Sheraton and Four Points by Sheraton brand portfolios. Prior to joining Starwood, Mark enjoyed a ten-year development career with US Franchise Systems, a major restaurant company, and his own real estate development company. During that time Mark was responsible for more than \$300 million in new hotel development and while in restaurant development, brought nineteen new restaurant deals to fruition in a six month period. Between 2000 and 2005 Mark also developed \$7 million of luxury residential real estate; and owned, and operated, two Quality Inn Hotels.

Mark has been in the hotel business for more than 22 years, beginning in operations with Holiday Inns followed by the Management Training program at Hyatt Hotels. Two successful management rotations in Southern California led Mark into Hyatt's technology group and then to Galileo International and Sulcus Hospitality Group. With Galileo and Sulcus, Mark led Product Management efforts and Premier Accounts sales teams which provided leading-edge hospitality technology products and consulting services to top hospitality brands worldwide such as The Ritz-Carlton Hotel Company, Four Seasons Hotels, Loews Hotels, Holiday Inn, Canadian Pacific, Choice Hotels, Lone Star Steakhouses, Lettuce Entertain You Enterprises, and many others.

"Mark compliments our seasoned and accomplished executive team at Hostmark supporting our development growth strategy". "We are proud to have Mark part of the Hostmark team", Jerome Cataldo, Executive Vice President, Hostmark Hospitality Group.

Hostmark Hospitality Group is a leading hospitality management firm operating upscale full-service hotels and resorts and select-service hotels worldwide. Hostmark has a proven long-standing reputation for performance-driven results through superior operating and asset management standards. Headquartered in Schaumburg, IL, Hostmark has regional offices in Boulder, CO, and Cairo, Egypt.

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