



FOR IMMEDIATE RELEASE
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**WHITE LODGING PROMOTES ROBERT MORSE TO
SENIOR DIRECTOR, CORPORATE REVENUE MANAGEMENT**

Company continues to poise for expansion with key appointment

MERRILLVILLE, IN (June 04 2008) – **White Lodging**, one of the country’s fastest growing independent hospitality companies, announced today the promotion of **Robert Morse** to **Senior Director, Corporate Revenue Management**.

In this role, Morse, 39, will assume responsibility for the company’s entire Revenue Management Department. The department consists of two corporate directors and a staff of regional revenue managers – overseeing all 132 hotels in **White Lodging**’s portfolio, with an additional 100 properties slated for development over the next five years. In 2007, despite nearly half the hotel’s portfolio being under renovation for several months, White Lodging’s hotels exceeded the comp set’s RevPAR growth by four percent. As Senior Director, Corporate Revenue Management, Morse will be involved with company-wide revenue management and individual property direction as it relates to pricing and segmentations, in addition to playing an integral part in the pre-opening pricing strategies for the new hotels that **White Lodging** has under development and under management contract.

“This is a key position within **White Lodging** that enables us to achieve our vision of being the most desired and highly valued owner, developer and operator of premium branded hotels in the nation,” says Dave Sibley, president and CEO of the company’s Hospitality Management Division. “Robert is the right person to lead this critical effort and take us to a new level of growth.”

White Lodging has scored accolades in all aspects of hotel development and operations, including being named one of *Training Magazine*’s Top 125 National training companies in 2008, receiving multiple AAA 4-Star Diamond Awards and being honored with twelve of Marriott International’s Partnership Circle Awards and Hilton’s Developer of the Year award. The company is planning to double in size, adding 100 hotels and \$1.5b in managed sales to its portfolio over the next five years.

A 2006 Marriott Revenue Manager of the Year award winner, Morse joined the **White Lodging** team in November 2001 as the front office manager for the 622-room Indianapolis Marriott Downtown hotel, where he later stepped into the role of senior manager of revenue analysis, only to be later promoted to director of market strategy. Most recently, Morse served as **White Lodging's** corporate director of revenue management.

Prior to joining **White Lodging**, Morse worked for Marriott International for 12 years, having held front office management positions in Miami, Washington D.C. and New Orleans. He also held the position of city director of revenue management for downtown Detroit, Michigan.

ABOUT WHITE LODGING

Established in 1985 and headquartered in Merrillville, IN, **White Lodging** is a fully integrated developer, owner and manager of premium brand hotels – a recognized leader that consistently delivers superior leading brand hotel experiences and premium returns on investment among mid-to-large scale hotels across the country. With over 20 years of expertise and future development projects in excess of \$1.5 billion opening over the next five years, **White Lodging** continues to break ground as one of the fastest growing independent hospitality companies in the country. They currently employ over 6,500 associates and are looking to add an additional 2,500 managers in the next five years. Their managed portfolio of 132 hotels in seventeen states encompasses representation of the following leading Inn by Marriott, Hilton; Radisson Hotels; Intercontinental Hotel Group; and Starwood Hotels & Resorts. For more information about **White Lodging**, visit www.whitelodging.com.

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