

News Release

HOTEL INDUSTRY LEADERS TO DISCUSS IMPLEMENTATION OF NEW HOTEL REPORTING STANDARDS *CONFERENCE CALL FOR MANAGERS AND OWNERS TO BE HELD ON JUNE 12, 2014 TO REVIEW IMPLEMENTATION OF THE 11TH EDITION OF THE UNIFORM SYSTEM OF ACCOUNTS FOR THE LODGING INDUSTRY*

BETHESDA, MD, MAY 29, 2014 -- Several hotel industry leaders will host a conference call on Thursday, June 12, 2014 at 2:00 PM EDT for management companies and hotel owners to discuss the implementation process of the 11th Edition of the Uniform System of Accounts for the Lodging Industry ("11th Edition"). The panelists on the conference call will include:

Cindy Braak, Senior Vice President/ Finance Business Partner, Marriott International, Inc.
Christopher Garland, Senior Vice President Operations Finance, Four Seasons Hotels and Resorts
Robert Mandelbaum, Director Research Information Services, PKF Hospitality Research, LLC
Raymond D. Martz, Chief Financial Officer, Pebblebrook Hotel Trust
Michelle Russo, President, Hotel Asset Value Enhancement
Gina Tallarico, Deputy to the Chief Executive Officer, Hyatt Hotels Corporation

The 11th Edition is scheduled to be implemented by the hotel industry for reporting on or after January 1, 2015. The new edition of the hotel industry reporting standards has been approved by the American Hotel & Lodging Association ("AHLA") and incorporates a comprehensive array of modifications to reflect the significant changes experienced within the hotel industry over the last several years. The panelists participating on the conference call are on the Financial Management Committee of the AHLA and were involved with the structuring of the 11th Edition and will review how the 11th Edition is being implemented by the leading global hotel brand and management companies, including recommendations to ensure compliance by the fast approaching conversion date.

Leading hotel management companies and owners are invited to participate in the call to ask questions about challenges with adopting the 11th Edition.

To participate in the conference call, please follow the steps listed below:

On Thursday, June 12, 2014, approximately ten minutes before the call begins at 1:50 PM ET, please dial (888) 389-5988 for domestic participants or (719) 325-2448 for international participants;

Tell the operator that you are calling for the *Hotel Industry Discussion on New Hotel Reporting Standards* conference call, conference ID number 2061581;

State your full name and company affiliation and you will be connected to the call.

About the 11th Edition of Uniform System of Accounts for the Lodging Industry

The 11th Edition is the global standard for hotel financial reporting within the lodging industry. The Financial Management Committee of the American Hotel and Lodging Association produced the 11th Edition. Copyright to the 11th Edition is owned by the Hotel Association of New York City. To order a copy of the new 11th Edition, go to <https://www.ahlei.org/USALInewedition/>.

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