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Lodging and Leisure Investment Advisors: New Deal Makers on the Lodging Landscape

New Resource for Lodging Companies to Make Great Deals Happen

DALLAS, TEXAS, SEPTEMBER 15, 2009 – Plotting a successful course in today’s distressed economy requires the ability to limit risk and take full advantage of opportunities. To deal with these challenges, Lodging and Leisure Investment Advisors, LLC (“LLIA”) provides expert deal making solutions to help hotel companies identify and close on buying and management opportunities. Co-founded by deal experts Dan Miller and Brian Ehrlich, LLIA is a new full service advisory company that provides savvy hotel investment decisions for lodging companies that want to acquire new hotels, add new management contracts or fix existing investments.

LLIA delivers superior results to management companies, hotel investment firms, banks and financial institutions by drawing upon extensive industry contacts, proven investment practices, and a low cost delivery model. “Our goal is to be the expert resource for hotel investment and management companies that want to react quickly and effectively to buying opportunities in the marketplace. We offer the knowledge and expertise to broaden their capacity, increase their access, and focus their efforts on identifying and closing great deals,” said Dan Miller, co-founder and principal of LLIA.

LLIA assists clients with timely and accurate decision support that leads to value creation. Well known throughout the hotel real estate arena, Miller and Ehrlich’s expertise includes acquisitions, asset management, management contracts, financing and operations.

Co-founder Brian Ehrlich commented, “The combination of our market knowledge, solid business reputations and absolute dedication to our clients is LLIA’s ‘success formula.’ The ultimate measure of our success will be clients who achieve increased visibility, enhanced revenue and long term growth. We know that we have what it takes to deliver on the promise of making great deals happen.”

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About Lodging and Leisure Investment Advisors

Lodging and Leisure Investment Advisors (LLIA) is an advisory company with offices in Dallas and San Francisco that specializes in the full spectrum of hotel investment advisory.

LLIA was founded by co-principals Dan Miller and Brian Ehrlich who have more than 42 years of combined hospitality experience. Having worked for major hotel management and franchise companies as well as boutique brands, owner operators, investment banks and entrepreneurial investors, Miller and Ehrlich leverage broad-ranging professional relationships throughout the hotel industry to make great deals happen.

For more information, contact Dan Miller at (972) 387-7444 or Brian Ehrlich at (415) 652-9920, or visit the Company's Web site at www.LLIAdvisors.com .

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