

PARTICIPANTS FIND SUCCESS AT IH/M&RS DESPITE ECONOMIC UNCERTAINTY

- *New Products, 'Green' Features and Education Highlight Market* -

WHITE PLAINS, NY, November 14, 2008...Exhibitors at the recent International Hotel/Motel & Restaurant Show® (IH/M&RS) reported a market experience that far exceeded expectations given uncertainty within the hospitality industry and the economy. Held November 8-11, 2008, at New York City's Jacob K. Javits Convention Center, the 93rd annual IH/M&RS attracted 34,050 registrants, and saw especially significant participation from national purchasing firms, management companies, military base lodges, boutique hotel operators and multi-unit owners. In addition, increased international representation from Central and South America – and strong participation from foodservice equipment dealers, suppliers and project consultants – provided new business opportunities for the 1,250 participating exhibitors.

“This year, the IH/M&RS truly proved itself to be the must attend market for industry,” said Lynn White, show manager. “It became apparent from the opening moments of the Show that attendees were here to search out suppliers that allowed them to be more aggressive marketers in this period of uncertainty, and to address their competitive positions.”

“This show far exceeded our expectations,” said Koni Kim, CEO and president of Koni Corporation. “We came in not knowing what to expect based on economic conditions, but ended up having an absolutely phenomenal show. We saw many management companies and international representation from Latin America. The people who came were serious, talking real numbers and about real projects.”

“Our company was very pleased with the increased participation of international owners and operators, and the amount of interest expressed in the integrated room automation solutions we offer,” said John Tavares, vice president of marketing for Inncom. “We had to work harder at this Show due to the economy, but our expectations were exceeded – we once again found quality here.”

Highlighting the 2008 event was the Hospitality Leadership Forum on Saturday, November 8, where hundreds of top-level lodging executives convened for the annual CEO Leadership Panel, U.S. Lodging Industry Summit Panel, and breakout seminars addressing sales and marketing, human resources, hospitality design, technology and more. Highlighting the Saturday program was a keynote presentation by Doris Kearns Goodwin, noted historian and author of *Team of Rivals: The Political Genius of Abraham Lincoln*. Professional development opportunities continued throughout Sunday, November 9, and Monday, November 10, offering insight on current trends for both hoteliers and restaurateurs. In addition, interactive opportunities were presented in the Culinary Resource Center, where top chefs offered live cooking demonstrations and more than 300 static “food as art” displays were showcased.

The “green” theme dominated conversations among exhibitors and attendees of the IH/M&RS, which was supported by a keynote address, seminars, a display and awards. Christine Ervin, environmental leader and former CEO of the U.S. Green Building Council, was a featured speaker on Sunday. As an environmental advocate whose career spans executive positions across national, state and nonprofit sectors, Ervin is widely credited as a major force in today's vibrant green building markets. Semi-

nars addressing the eco-friendly trend included “Energy Miser All Stars: Conservation Lessons from the Best,” presented by Green Lodging News; and “Eco-friendly Meets Eco-nomic,” presented by the Green Task Force of the American Hotel & Lodging Association. In addition, these two organizations joined forces to present “Going Green in Hospitality,” an exhibition that featured best practices, case studies and news stories demonstrating how the hospitality industry has embraced the green movement.

Following last year's successful debut of eco-friendly categories within the coveted Editors' Choice Awards, the IH/M&RS once again spotlighted the best green products on the Show floor. Winners were Cintas Corporation (green décor), The Sugar Cane Paper Company (green restaurant and green essentials), Valley Forge Fabrics (green luxury) and BioHitech (green technology). Rounding out the winners in the traditional categories were LG Electronics U.S.A., Inc. (décor and luxury), MJSI, Inc. (essentials), Rubbermaid Commercial Products (restaurant) and Earlex, Inc. (technology). Taking home top honors – receiving the Kenneth F. Hine Best of Show Award – was LG Electronics U.S.A., Inc. for ART COOL Picture, a 17.5 by 17.5-inch frame that combines the high-end style of artwork or photography with the smart technology of an air conditioner.

A highlight of the IH/M&RS among the design community, the Gold Key Awards for Excellence in Hospitality Design were once again held in conjunction with the Show. Seven design firms were honored on Monday, November 10, recognizing the cutting-edge design concepts implemented in hospitality properties around the world that were built or renovated within the past 18 months. Finalists and winners from among a record-breaking 209 entries were honored, in addition to “Designer of the Year” Roger Thomas. The event was once again sponsored by HOTELS and Interior Design magazines.

The 94th annual International Hotel/Motel & Restaurant Show will run Saturday, November 7, through Tuesday, November 10, 2009, at New York City's Jacob K. Javits Convention Center. Following a full-day of conference and networking activities on Saturday, November 7, the IH/M&RS will feature three full days of exhibits from Sunday, November 8, through Tuesday, November 10. The market presents some 1,250 hospitality industry suppliers and attracts approximately 35,000 in total trade attendance.

The International Hotel/Motel & Restaurant Show is sponsored by the American Hotel & Lodging Association, the Hotel Association of New York City, Inc., and the New York State Hospitality & Tourism Association; and is managed by GLM®, a dmg world media business.

For IH/M&RS exhibitor information, contact Lynn White, show manager, at GLM, 1133 Westchester Avenue, White Plains, NY 10604. Telephone (914) 421-3249. Fax (914) 948-6197. E-mail: lynn_white@glmshows.com. For attendee information, contact GLM Customer Relations at (914) 421-3206 or (800) 272-SHOW, or by email, at customer_relations@glmshows.com. Additional information and registration is available online, at www.ihmrs.com.

-- IH/M&RS website