



Hospitality Industry Veterans Form a Strategic Alliance for Comprehensive Consulting & Asset Management Services

The Team Includes Industry Veterans: Tom Baker, Dave Durbin, Daniel Lesser and Marc Magazine

New York/McLean VA, January 23, 2011 -- Humboldt Hospitality, LLC and LW Hospitality Advisors LLC today announced a strategic alliance that provides the hospitality industry with an unparalleled pool of talent and experience for comprehensive hospitality consulting and asset management services.

Humboldt Hospitality Advisors was founded earlier this year by Dave Durbin and Tom Baker who previously led the executive management team at Crestline Hotels & Resorts and Marc Magazine a former CB Richard Ellis Hotels executive. LW Hospitality Advisors is a newly formed lodging valuation and consulting group led by hospitality industry veteran Daniel Lesser, who founded the Hospitality & Gaming Valuation Advisory Services Group at CB Richard Ellis Hotels. Lesser is joined by Evan Weiss who was an associate at CBRE Hotels.

“This alliance provides more than 150 years of combined lodging industry experience across a broad range of services from hotel management, development and operations to the extensive valuation and feasibility expertise of Dan Lesser and Evan Weiss,” said Dave Durbin, Principal of Humboldt Hospitality. “Dan is regarded as an authority on hospitality valuation whose opinion is highly sought after by various corporate and academic institutions. It is a tremendous opportunity and pleasure to work with Dan and Evan. In addition, by combining forces we are increasing the pool of investment capital that we can bring to new ventures,” added Durbin.

Daniel Lesser, President & CEO of LW Hospitality Advisors, said, “Humboldt Hospitality’s strength in acquisitions, management and operations is a complement to our expertise in many facets of hospitality real estate including: appraisals for mortgage, acquisition, and portfolio

management, litigation support and expert testimony, site evaluation, highest and best use analysis, workout strategies, operational analysis, purchase price allocations, property tax assessment appeal evaluations, economic impact studies, deal structuring, and fairness opinions.” “Working as a team we will provide owners and investors a unique opportunity to tap into some of the industry’s most profound leadership and knowledge,” added Lesser. “Marc and I have successfully collaborated on numerous advisory assignments during our recent tenures at CBRE, including the mandate to asset manage the iconic St Regis Washington DC on behalf of an overseas investor.”

Both firms will expand their physical footprints by retaining desks in each other’s respective offices in New York City and McLean, VA (the Washington, D.C. area). Humboldt Hospitality Advisors is headquartered at 8401 Greensboro Drive, Suite 250, McLean, VA 22101, www.humboldthospitality.com. LW Hospitality Advisors is headquartered at Eleven Penn Plaza, 5th Floor, New York, NY 10001 or online at: www.lwhospitalityadvisors.com.

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