



For Immediate Release

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**HOSPITALITY INDUSTRY VETERAN DANIEL H. LESSER ALONG WITH EVAN WEISS FORM
LW HOSPITALITY ADVISORS LLC**

Former CB Richard Ellis Executive Creates a Hotel Advisory & Valuation Services Firm

NEW YORK, January 11, 2011 – Hotel industry veteran Daniel H. Lesser and Evan Weiss today announced the formation of LW Hospitality Advisors LLC, headquartered in New York City. The new firm specializes in hospitality advisory, consulting, valuation, feasibility, investment counseling, asset management and transactional services focused on hotels, resorts, gaming properties, and conference center assets worldwide. The firm will work with corporate, institutional, and individual clients, as well as municipalities and governmental agencies on all facets of hospitality real estate including: appraisals for mortgage, acquisition, portfolio management, litigation support and expert testimony, site evaluation, highest and best use analysis, workout strategies, operational analysis, property tax assessment appeal evaluations, economic impact studies, deal structuring and fairness opinions.

Daniel H. Lesser, President & CEO of LW Hospitality Advisors, brings more than 30 years of expertise in a wide range of hospitality operational, consulting, valuation, advisory, and transactional services. Mr. Lesser is a leading authority on hotel feasibility and valuation, and is highly sought after to speak at lodging and real estate events, as well as lectures at prestigious institutions of higher education, including Cornell University, Columbia University and New York University. He is widely published and quoted, and serves as a quarterly columnist for HotelNewsNow.com and GlobeSt.com. Most recently, Mr. Lesser created and served as the Senior Managing Director-Industry Leader of the Hospitality & Gaming Valuation Advisory Services Group at CB Richard Ellis Hotels (CBRE). Prior to joining CBRE, Mr. Lesser founded and led the Hospitality & Gaming Group at Cushman & Wakefield and was a founding member of the team at HVS International. Mr. Lesser has also held operational and administrative positions with Hilton Hotels Corporation and Eurotels-Switzerland. He earned a Bachelor of Science degree in Hotel Administration from Cornell University. Mr. Lesser holds the following professional designations: MAI (Member of the Appraisal Institute), FRICS (Fellow of The Royal Institution of Chartered Surveyors), CRE (Counselor of Real Estate), and CHA (Certified Hotel Administrator).

Also joining LW Hospitality Advisors as Executive Managing Director, Principal, is Evan Weiss. He was previously an associate at CBRE Hotels - Hospitality & Gaming Valuation Advisory Services Group, and held the executive position of Director of Operations for CARINO Hotels & Resorts in New York. Mr. Weiss also served as General Manager at City Food Bar Inc., where he led corporate management and operational efforts at the restaurant ownership and management firm as well as worked with the Founder and President to build and expand the business. He is President of the NYU Tisch Center Alumni Society and holds a Bachelor of Science in Hotel and Tourism Management from New York University Preston Robert Tisch Center for Hospitality, Tourism and Sports Management.

LW Hospitality Advisors is headquartered at Eleven Penn Plaza, 5th Floor, New York, NY 10001 – 212.300.6684 or online at: www.lwhospitalityadvisors.com. For more information contact Daniel H. Lesser at daniel.lesser@lwhadvisors.com or Evan Weiss at evan.weiss@lwhadvisors.com.

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