



For Immediate Release

Contact: Daniel H. Lesser
212.300.6684 x101
daniel.lesser@lwhadvisors.com

Evan Weiss
212.300.6684 x102
evan.weiss@lwhadvisors.com

LWHospitality Advisors (LWHA) Announces the Formation of LWHA Asset and Property Management Services

The New Subsidiary to be Led by Gary Isenberg, Formerly with Field Hotel Associates

New York, May 23, 2011 -- Daniel Lesser, President & CEO OF LW Hospitality Advisors LLC (LWHA) today announced the formation of LWHA Asset and Property Management Services. The new subsidiary will be led by Gary Isenberg, a seasoned hospitality professional whose specialties include hotel property and asset management services, as well as a wide array of lodging consulting services.

Upon making the announcement Mr. Lesser said, "The addition of this new subsidiary that focuses on Asset and Property Management Services is an excellent enhancement to our broad range of services that include lodging valuation and hospitality consulting. Gary's experience and capabilities in hotel operations is a perfect fit and complement to the growing range of hospitality services offered by our firm." LWHA was founded earlier this year by industry veteran Daniel Lesser and Evan Weiss.

Mr. Isenberg, brings over 28 years of hotel operational experience, having most recently served as COO for Field Hotel Associates (FHA). During his tenure at FHA, Mr. Isenberg led the development and opening of multiple hotels, and spearheaded several re-organizations, repositioning and recapitalizations, as well as developed revenue generating and cost cutting initiatives.

Mr. Isenberg received a B.S. in Business Management from Fairleigh Dickinson University. He joined ITT Sheraton (now Starwood Hotels and Resorts) as a corporate trainee and enjoyed a 16 year tenure during which time he was rapidly promoted through a series of positions, dealing with mergers and acquisitions with intimate involvement in the disciplines of finance and operations.

Mr. Isenberg said, "It is an honor to partner with Dan and Evan, two highly respected leaders in the hospitality industry. Dan is regarded as one of the world's premier authorities in hotel valuation and feasibility. As a team, our focus will be to leverage our combined experiences and capabilities in maximizing value, return on

investment, and minimizing costs and risks for owners and operators via a variety of specially designed programs and services.”

LW Hospitality Advisors and LWHA Asset and Property Management Services are headquartered at Eleven Penn Plaza, 5th Floor, New York, NY 10001. For more information call: 212.300.6684 or online at: www.lwhospitalityadvisors.com. The principals can be reached at: Daniel Lesser at daniel.lesser@lwhadvisors.com, Evan Weiss at evan.weiss@lwhadvisors.com or Gary Isenberg at gary.isenberg@lwhadvisors.com.

##