

BROUGHTON

— H O S P I T A L I T Y —

JAMES SICHTA, PARTNER & VP, BROUGHTON HOSPITALITY GROUP, AWARDED “CERTIFIED HOTEL ADMINISTRATOR” BY AH&LA

NEWPORT BEACH, CA, May 27, 2008 – James E. Sichta, Partner & Vice-President of Operations with Newport Beach, CA-based Broughton Hospitality Group, has been awarded the designation of Certified Hotel Administrator by the American Hotel and Lodging Association.

“In the Hospitality Industry, continuing education is equal in importance to field experience,” said Sichta. “The American Hotel and Lodging Association is the leader in professional recognition and accreditation, while offering great programs dedicated to industry leadership. I’m proud to have received this certification from AH&A and know that the training will prove to be invaluable.”

As a member of BHG's executive team, Sichta oversees all day-to-day operations of their Hotel portfolio, while providing leadership and direction for general managers in the areas of Rooms Management; Food & Beverage Management; Guest Services/Satisfaction; Human Resources as well as owner/investor reporting.

Prior to joining BHG, Sichta built a career of progressive responsibility in the hospitality industry, including key management positions with Outrigger Lodging, Best Western, Holiday Inn Crowne Plaza, Princess Hotels, The Ka’anapali Beach Hotel, and was Resident Manager of the 4-diamond Marquis Resort in Palm Springs. Sichta's upbeat management style is complemented by his hospitality industry training and education. He has obtained accreditation with the American Hotel & Lodging Association as a Certified Rooms Division Executive (CRDE) in addition to his recent designation as Certified Hotel Administrator (CHA), and graduated with honors with a degree in Hotel/Restaurant Management from Echols International Hotel School in 1988.

More information about Jim Sichta, along with a high-res photo, is available in the Press Room (under Broughton Hospitality) at www.broughtonhospitality.com.

Broughton Hospitality, founded by Larry Broughton in January, 2001, has been named among the top 100 hospitality management companies in the USA by industry publications. Larry Broughton was awarded Ernst & Young’s prestigious *Entrepreneur of the Year*® award for 2006. And a former U.S. Army Green Beret, Broughton was also named *Vetpreneur of the Year*® for 2007 by the National Veteran-Owned Business Association. Broughton Hospitality owns and operates properties in Chicago, IL, Santa Monica, Santa Barbara, San Simeon, Solvang, and Palm Springs, CA. For more information, visit www.broughtonhospitality.com.

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