



Press Release

Marriott Honors Hotel Equities with Partnership Circle Award

ATLANTA – Marriott International honored Atlanta-based **Hotel Equities (HE)** with its prestigious *Partnership Circle Award* presented at the annual Marriott Owners Conference in Tucson recently. **Fred Cerrone**, President of Hotel Equities, accepted the award that is considered the company's top honor for its franchise partners. Only seven of approximately 400 owners of Marriott properties nationwide earned the recognition.

“This is a well-deserved honor that is great for Fred Cerrone and his company,” said Glenn Lewis, Vice President, Southeast Region, Marriott International.

Some of Hotel Equities' accomplishments that propelled it into the elite winner's circle included the following. SH currently operates three Marriott training hotels, a SpringHill Suites, a TownePlace Suites and a Fairfield Inn & Suites. SH's Matt Crall set high standards for General Managers across the country when he captured 'GM of the Year' for the entire SpringHill Suites brand for the second year in a row.

Additionally, the *Atlanta Business Chronicle* named HE to its annual list of "2005 Atlanta's A+ Employers" and ranked it fifth out of all medium-sized companies. Hotel Equities' unique and highly successful sabbatical program allows key associates with five years of service the opportunity to receive three months of paid time off. The incentive ensures that they are energized and ready to serve again upon their return. In addition, President Fred Cerrone serves as president on Marriott's Fairfield Inn Franchise Advisory Council and he sits on the Marriott SpringHill Suites Franchise Advisory Board (FAB).

“On behalf of the Hotel Equities team, I am honored to accept this award,” said Mr. Cerrone. “We seek to exceed the expectations of our guests, associates and investors with our ‘Spirit to Serve’ hospitality. We are proud to represent Marriott with all its unique portfolio of brands.”

Hotel Equities operates a total of 15 hotels, 11 of which are Marriott brands. An international hotel development and management company, Marriott lists specific qualifications and follows strict guidelines in choosing the honorees. The winners must have a minimum of five Marriott brand hotels plus another hotel in active development in a portfolio of primarily Marriott brands. The hotels must represent three of Marriott's CFRST brands, meet stringent Quality Assurance Criteria, and post high Guest Satisfaction Scores of 82% or higher.

Hotel Equities, formerly Sivica Hospitality, is an Atlanta-based full-scale hotel management, development and consulting firm. Frederick W. Cerrone, CHA, serves as President and CEO. HE manages 15 properties: five Fairfield Inn & Suites hotels in Buckhead, Perimeter Center, Alpharetta, Kennesaw and Macon, GA; two TownePlace Suites by Marriott hotels in Alpharetta and Kennesaw; three SpringHill Suites by Marriott hotels in Alpharetta, Buford and Kennesaw; the Hampton Inn-Mall of Georgia, the Hampton Inn-Stone Mountain and the Hampton Inn-Hilton Head, the Wingate Inn-Alpharetta and the Sleep Inn & Suites-Kingsland, GA. ###

Contact: Margaret M. Jones, Margaret M. Jones Public Relations, 770.934.2170
Frederick W. Cerrone, CHA, President and CEO, Hotel Equities, 678.578.4444