



## Press Release

### Hotel Equities Earns Top 10 Spot on List of “Atlanta’s 2006 Best Places to Work”

ATLANTA - (September 20, 2006) – For the third time in five years, the *Atlanta Business Chronicle* named **Hotel Equities (HE)** one of “Atlanta’s Best Places to Work,” based on an anonymous survey of employees. Hotel Equities, a hotel management, development and consulting company, placed eighth among 20 medium size companies in metro Atlanta. It is the only hotel company named to the list.

The *Atlanta Business Chronicle* announced Atlanta’s Best Places to Work in its September 15-21 edition. Only 50 of more than 230 competing large, medium and small size Atlanta companies received this recognition. Hotel Equities achieved similar rankings from the *Atlanta Business Chronicle* in 2002 and 2005.

“I am proud that our leadership team and managers have worked hard to create a very desirable work setting with clear expectations, training and rewards,” said **Fred Cerrone**, president of Hotel Equities. “Because our associates appreciate the work environment and culture, they rated HE highly and allowed us to receive this prestigious honor.”

Hotel Equities associates enjoy outstanding benefits that include a corporate chaplain program, training at Hotel Equities University, the company’s corporate training program, and a mandatory three-month paid sabbatical for general managers with five years tenure. The sabbatical repeats every five years.

“Value statements form the core of our corporate culture and our company strives to make a difference in the lives of both our associates and our guests,” said Fred Cerrone. “At Hotel Equities, our priorities place God first, family second, and work or business third.”

To create Atlanta’s Best Places to Work list, the *Atlanta Business Chronicle* partnered with Quantum Market Research to survey employees of competing companies and organizations.

*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. ###*

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