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Hotel Equities Names Barry Wabler the Chief Financial Officer

ATLANTA (March 11, 2011) –Atlanta-based **Hotel Equities** (HE) recently named **Barry Wabler** as the company’s Chief Financial Officer. Mr. Wabler’s focus at the hotel development and management company is strategic business growth and development. His responsibilities include interaction with the capital markets and leadership of the finance, accounting and information technology systems for the company’s corporate operations and the hotels presently in the firm’s portfolio.

“Barry brings extensive experience in both hospitality and finance to his new post,” said Fred Cerrone, President and CEO of Hotel Equities. “His talent for strategic planning and his leadership skills will help us grow. He is an outstanding asset to our company.”

Mr. Wabler returns to Hotel Equities where he started as Controller in 1999 and became CFO in 2004. Before returning to the company, he served as President and Chief Operating Officer of Currey & Company, a manufacturer of specialty home furnishings. He successfully led the organization through operational expansion overseas and the development of new sales channels leading to improvements in sourcing, market share and overall company performance.

Mr. Wabler is an active member of Financial Executives Institute, the Georgia Society of CPA’s and the Cushman & Wakefield CFO Round Table.

A native of Dayton, Ohio, he is a graduate of the University of Georgia with a B.B.A. and a M.S. in Accounting. He and his wife Karen met at UGA and have two daughters. Barry enjoys fitness and running and is a fan of UGA athletics. **Residents of Buckhead**, he and his family are active members of the Cathedral of Christ the King in Atlanta.

Hotel Equities (HE) is an Atlanta-based full-scale hotel management, development and consulting firm. Frederick W. Cerrone, CHA, serves as President and CEO. HE presently holds 44 properties in its portfolio. For more information, visit www.hotelequities.com

Contacts:

Margaret M. Jones, Margaret M. Jones Public Relations, 770.934.2170
Angela Raub, Director of Business Development, Hotel Equities, 678.578.4444, x. 16
Andrew Pace, Director of Development, 678.578.4444, x. 23