

Hospitality Advance International taps into European market and expands portfolio of services

Strategic partnership with Tourism Unlimited adds PR & marketing to European portfolio

Miami, August 26, 2008 – Hospitality Advance International (HAI) announces the strategic partnership with European PR & marketing agency Tourism Unlimited. HAI is a renowned consultancy company based in Miami for development, management, strategic marketing, sales, and distribution of individual hotel properties in the upscale market.

Due to the partnership with Tourism Unlimited, customers will benefit from profound communication strategies when entering the European market.

Tourism Unlimited focuses exclusively on the tourism industry and supports its clients in taking root in the German speaking markets. The agency distinguishes itself from its competitors by effectively combining online and offline communication tools to reach the best possible outcome of all measures. In addition, Tourism Unlimited is creator of a total of seven online press portals addressing different target groups within the tourism industry.

Says Xavier J. Lividini, Managing Partner of Hospitality Advance International: “We are delighted to have identified a strong modern partner for our exclusive clients to raise their profiles in the European market. Europe is a key source market for our customers and it is very important to be present in the lifestyle and travel media.”

Kostas Trivizas, Director Europe, Middle East, Africa of HAI, adds: “The distribution and sales in the hospitality and travel industry is more and more Internet driven. Therefore, it was fundamental for us to find a partner for communication services who knows and lives all modern web applications well and is able to give the best possible advice to our customers.”

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About Tourism Unlimited

Tourism Unlimited is a PR and marketing agency that also offers business development within their range of services. The agency has specialized in the tourism industry. Tourism Unlimited sets a high value on creating unique and efficient strategies for its customers focusing on a well-balanced individual communication mix. Tourism Unlimited also operates 7 touristic press portals.

About Hospitality Advance International

Hospitality Advance International assists hotel owners, lenders, investors, hotel and safari operators and tourism marketers with results oriented decisions and execution on a broad range of industry issues to facilitate executive management with strategic planning for organizational success.