

FOR IMMEDIATE RELEASE

Broughton Hospitality Names Jim Sichta as Chief Operating Officer

Company principals agree to leverage areas of expertise to help better manage growth.

Newport Beach, CA, March 17, 2010 — Broughton Hospitality, a boutique hotel management company, today announced that Jim Sichta, partner and vice president of operations, will assume the position of chief operating officer of the company.

Sichta, who joined Broughton in 2002, currently oversees operational functions for Broughton's 13 boutique hotels as well as 3 branded hotel properties managed by Broughton sister company, Bandera Hospitality.

According to company founder Larry Broughton, the designation of chief operating officer for Sichta more formalizes his role within the company and reinforces the operational strength of Broughton Hospitality. Broughton also notes that the change supports company growth plans and allows executive team members to focus on areas they know best.

"Jim is, by far, one of the most intelligent, dedicated and loyal people I have had the honor of working with. His uncompromising integrity and unparalleled commitment to excellence makes him a perfect representative for our organization," states Broughton. "His upbeat management style and leadership abilities will be beneficial as we strive to grow the company and increase the value of our hotel assets."

Sichta has over 25 years experience in hotel operations, with specific emphasis in finance, food and beverage, HR, and owner-investor reporting.

In addition to his operations role, Sichta is a driving force behind the growth of and development of Broughton employees and is admired for his open, approachable management style that supports employee growth and helps deliver a consistent level of service excellence to hotel guests and owners.

"I really enjoy leading the people side of the business. It's my passion, and what I do best," states Sichta, "I look forward to bringing in more like-minded people to the company as we continue to grow."

With Sichta formally heading up operations for Broughton Hospitality, Broughton himself will focus on new business opportunities and growing the Broughton brand through outside mediums.

About Broughton Hospitality

Broughton Hospitality was founded in 2001 by Larry Broughton and has been named among the Top 100 hospitality management companies in the United States. Broughton is a former U.S. Army Green Beret and was awarded Ernst & Young "Entrepreneur of the Year" and named "Vetrepreneur of the Year" by the National Veteran-Owned Business Association (NaVOBA). Broughton Hospitality currently owns and operates boutique hotels throughout the country. For more information, please visit www.BroughtonHospitality.com

Contact Information:

Erika Sime
Broughton Hospitality
714-908-4238
es@broughtonhospitality.com

###