

Press Release - August 10, 2012

Pillar to Revenue Manage Four Points in Portland, OR

Portland, OR (August 10, 2012) Pillar's Revenue Management Team continues to gain new business contracts. Their most recent addition is the Four Points by Sheraton in Portland, OR. The property is owned by ASM Hospitality, LLC and managed by the Canterbury Hotel Group (CHG).

This will be the third CHG managed property to work with Pillar's Revenue Management Team. "Each Revenue Manager works directly with the property to improve top line revenue; working as a team as opposed to separate entities," stated Dan Williams, Director of Revenue Management. "This allows for open communication and discussion of strategy before implementation."

The entire Pillar Revenue Management Team stays up-to-date on all brand and market knowledge. Understanding the market allows the team to sufficiently plan for any upcoming demand. "We truly want to help every property in our portfolio and the most successful way of doing so is to understand every aspect of the market's supply and demand."

The Four Points by Sheraton Portland East has three meeting rooms with over 4,000 sq. ft. of space to accommodate any meeting or event. Nearby destinations and attractions, such as the Washington Park Zoo, the Oregon Museum of Science and Industry, and Multnomah Falls surround the Four Points Sheraton. Newly renovated guestrooms make this the perfect hotel for any guest. For more information on Four Points Sheraton Portland East, please visit <http://www.starwoodhotels.com/fourpoints/property/overview/index.html?propertyID=364>.



About Pillar Hotel & Resorts Revenue Management Team:

Based in Irving, TX, Pillar Hotels and Resorts provides revenue management services for an expansive portfolio of well-respected brands recognized around the world. We are committed to providing superior service and results for our owners and management teams. Pillar Hotels and Resorts currently manages revenue for 288 hotels, representing more than 28,000 rooms, under 21 different flags, in 41 states. As one of the largest managers of Marriott, Hilton, and Hyatt franchises, we enjoy excellent relationships with our brand partners. For more information about Pillar Hotels & Resorts, please visit <http://www.pillarhotels.com>.

About Canterbury Hotel Group:

Canterbury Hotel Group (CHG) is a leading hotel development and management company based in Oregon. Created in the 1980s, the family owned and operated company has an established track record of developing and acquiring hotels in the Pacific Northwest. CHG has evolved into a regional hotel investment and management company with a portfolio of 9 premium-branded hotels that consists of limited service hotels within the industry's "best in class" franchise brands. For more information about Canterbury Hotel Group, please visit <http://canterburyhotelgroup.com>.

About Four Points by Sheraton¹:

With 161 Four Points by Sheraton hotels in 27 countries, travelers can find the timeless style and comfort they're looking for with genuine service and everything that matters most, all around the world. From Santiago to Shanghai and Milan to Milwaukee, Four Points hotels can be found in big urban centers, by the airport, near the beach, and in the suburbs. A recent \$1 billion invested in renovations, conversions, and new-build hotels has made the brand stronger than ever. For more information about Four Points by Sheraton, please visit <http://fourpoints.starwoodhotels.com>.

¹"Four Points by Sheraton Colonia Roma Opens In Mexico City." Four Points by Sheraton. N.p., 4 June 2012. Web. 10 July 2012. http://www.starwoodhotels.com/fourpoints/about/news/news_release_detail.html?id=FP_2012-06-04_Mex.