



## Media Release

# Vantage Hospitality selects Leonardo to Distribute Rich Media Content

*Global travel content-management group to streamline online property photography for 12<sup>th</sup> largest hotel company worldwide and its Americas Best Value Inns and Lexington Collection brands*

**NOVEMBER 22, 2006 – NEW YORK** – Leonardo Media, a world leader in travel-content management, e-marketing and distribution to the global travel industry, has been selected by **Vantage Hospitality Group Inc.** to manage image content distribution for the Americas Best Value Inn and Lexington Collection brands.

Leonardo will provide Vantage Hospitality Group with a single point-of-entry solution enabling the hotel company to synchronize the distribution of its rich media content to all global-distributions systems and e-distribution channels and resellers. Vantage Hospitality is the 12<sup>th</sup> largest hotel company worldwide and was added to the 2006 INC. 500 list of fastest growing private companies by *Inc.* magazine. Vantage recently expanded into China with the Chinas Best Value Inn and Lexington Collection hotel brands.

“With the dynamics of the Vantage Hospitality portfolio growing at such a fast pace, it’s imperative that the company distributes the most beautiful and up-to-date photography of its nearly 700 properties to the widest distribution channels,” said David Elton, Leonardo CEO. “Leonardo will distribute their content to a wide audience through travel channels such as Pegasus, Opodo, Yahoo!, Orbitz and Worldres. We are thrilled to be associated with such a dynamic hotel company and we are confident that our services will help the growing company to build even more momentum.”

Both Americas Best Value Inn and the Lexington Collection are membership organizations. Americas Best Value Inn, representing 682 properties with 41,602 guestrooms, has been recognized as the “fastest growing hotel chain four years in a row” beginning in 2003. It won the National Chain Leadership Award in 2003, 2005 and 2006. Vantage’s upper-mid to upscale brand, The Lexington Collection, premiered in the second quarter of 2006. It currently has 12 properties open or under contract throughout the United States with many more new construction and conversions in the works.

Jeff Thomas, Leonardo's VP of U.S. Commercial Operations, said travel channels require images to be delivered with the channels' hotel code, naming conventions and descriptive metadata. As each channel is unique and as hotel groups deal with multiple channels, this is a tedious and time-consuming process to customise content for each channel.

"Leonardo will handle this process automatically for ABVI and Lexington by requiring the hotels to deliver their content to Leonardo once, via their Image Library or XML feed," Thomas said. "We then format the content for every channel approved by the hotel groups and then deliver the re-formatted content directly to the channels. It's our way of providing a hassle-free solution for one of the biggest challenges in the travel industry today."

"Vantage Hospitality is honoured to partner with a content-management company as distinguished as Leonardo. I am confident this partnership will us take our distribution to the next level," said Gianna Rivera, Vantage Hospitality's Director of Electronic Distribution Development.

#### About Leonardo Media

*Leonardo is the world leader in travel content management, e-marketing and content distribution across the global travel chain. Its online solutions are designed to simplify the management of rich content and the automation of distribution to the GDS, travel channels and their travel partners. For all travel partners, Leonardo services provide the largest 'one stop' aggregated source of digital content for hotels, destinations and attractions in the travel industry.*

*Leonardo works with more than 60,000 hotels, including many prominent global hotel chains such as Intercontinental Hotels and Resorts, Carlson Hospitality, Worldhotels, Raffles/Swissotel, Rosewood, Jumeirah, Preferred Hotel Group, Kersner International, Small Luxury Hotels, Leading Hotels of the World, Le Meridien, Nikko, Peninsula, Starwood, Resort Quest, Luxe and Destination Hotels and Resorts. Leonardo also works with more than 80 Tourist Boards, including Singapore, Portugal, The Hague, and Antigua and Barbuda. Its major travel channel partners include Amadeus, Galileo, Sabre, Worldspan, Pegasus, WizCom, Worldres along with Lodging.com, Cheaptickets, Yahoo!, Opodo, Vista, Planetgo, Aergo, Widderoe, and NorthStar Travel Media.*

For more information, visit [www.Leonardo.com](http://www.Leonardo.com).

#### About Vantage Hospitality Group

*Vantage Hospitality Group, the parent company of Americas Best Value Inn and The Lexington Collection, is the 12th largest hotel company worldwide, and the only hotel brand to be ranked on the Inc. 500 List of Fastest Growing Private Companies. Founded in 1996, the company has grown to include a broad spectrum of hospitality-related ventures. Vantage manages resources in hotel ownership, management, marketing, national brand affiliation and real estate. Vantage's award winning membership hotel brand, Americas Best Value Inn, has been recognized by the lodging industry as the fastest growing chain four years in a row. In February 2005, Vantage added the global central reservation system, GenaRes, to its portfolio and continues to grow with its recent introduction of the upscale hotel chain, The Lexington Collection – the only membership hotel brand in the three to four star lodging segment. In 2006, Vantage introduced its membership model to the China hospitality market through its hotel brands, Chinas Best Value Inn and The Lexington Collection.*

#### **Media Contact:**

Megan Lawrence  
Leonardo Media Limited  
Tel: 44 20 7717 8436  
Fax: 44 20 7717 8437  
[megan.lawrence@leonardo.com](mailto:megan.lawrence@leonardo.com)