

SCEPTRE HOSPITALITY LAUNCHES TWO PROGRAMS TO ADDRESS CHALLENGING MARKET CONDITIONS FOR 2008

GREENWOOD VILLAGE, Colo., February 26, 2008 – Sceptre Hospitality Resources today announced that it will launch two new programs beginning March 1, 2008. *Sceptre Connects* will provide an affordable electronic reservation connectivity for independent full-service hotels and resorts to enable their rate and inventory to be available real-time online and to the travel agent systems. *Sceptre Consults* will provide not only connectivity, but also the marketing counsel necessary to fully reach out to travel agents, third-party booking sites and the travel consumers.

Sceptre Vice President Mona Ingram explains that the launch of these programs is in anticipation of challenging conditions for hoteliers in 2008.

“Our reputation has been built on the counsel we provide to independent hoteliers and that will continue with *Sceptre Consults*,” says Ingram. “We recognize that this may be a difficult year for many hoteliers. *Sceptre Connects* provides the basic connectivity services necessary for those hoteliers that need the continued exposure and at the same time fit their budget.”

Clients who opt for *Sceptre Consults* will be counseled on pricing strategies, marketing initiatives, channel and revenue management and direct outreach to consumers. Ingram adds that clients who begin with *Sceptre Connects* could upgrade to *Sceptre Consults* at any time during their contract.

Sceptre Hospitality Resources provides revenue maximization expertise in electronic channels for full-service independent hotels and resorts, delivering to non-branded properties greater opportunities with both travel agents and Internet travel sites. Sceptre also counsels hoteliers on website design, optimization and marketing as well as offering voice reservation services. For more information on Sceptre Hospitality Resources, please visit esceptre.com.