



Press Release – Photo Available

Hotel Equities Lands 16th Management Contract, Adds Fairfield Inn in Lumberton, NC

Atlanta, GA–January 4, 2006 – Atlanta-based Hotel Equities (HE) recently added a management contract, effective immediately, for the 104-room Fairfield Inn-Lumberton, located at 3361 Lackey Street in Lumberton, NC. Brenda Celano, an experienced hotel professional with Hotel Equities, serves as the general manager.

Harbor Group International (HGI) owns the hotel and completed a \$1.7 million renovation of the property in July 2006.

With the addition of the Fairfield Inn, Hotel Equities now manages 16 properties in the Southeast.

“We are happy to bring Hotel Equities’ brand of hospitality to the Lumberton area of North Carolina,” said Fred Cerrone, President and CEO of Hotel Equities. “We will apply our management skills, sales expertise and specialized guest service to help this hotel achieve its potential in the market.”

Guests of the Fairfield Inn hotel enjoy amenities such as a complimentary deluxe continental breakfast, free local calls, free weekday newspaper, exercise room and seasonal outdoor pool.

For business travelers, the hotel provides free wireless high-speed Internet access and work desks in all rooms plus access to copy and fax services.

All spacious guest rooms include irons, ironing boards, hair dryers and coffee makers. Guest laundry facilities and valet cleaning services are available for guest convenience.

Hotel Equities, formerly Sivica Hospitality, is an Atlanta-based full-scale hotel management, development and consulting firm. Frederick W. Cerrone, CHA, serves as President and CEO. HE manages 16 properties: five Fairfield Inn & Suites hotels in Buckhead, Perimeter Center, Alpharetta, Kennesaw and Macon, GA; two TownePlace Suites by Marriott hotels in Alpharetta and Kennesaw; three SpringHill Suites by Marriott hotels in Alpharetta, Buford and Kennesaw; the Hampton Inn-Mall of Georgia, the Hampton Inn-Stone Mountain and the Hampton Inn-Hilton Head, the Wingate Inn-Alpharetta, the Sleep Inn & Suites-Kingsland, GA and the Fairfield Inn-Lumberton, NC. ###

Contacts:

Margaret M. Jones, Margaret M. Jones Public Relations, 770.934.2170

Frederick W. Cerrone, CHA, President & CEO, Hotel Equities, 770.645.5559