

PREFERRED ALLIANCE PARTNERS

2012



WWW.PREFERREDHOTELGROUP.COM



WELCOME



SPECIAL SAVINGS, PREFERENTIAL SERVICES, AND REVENUE OPPORTUNITIES

Preferred Hotel Group is delighted to present the Preferred Alliance Partners Program, an exclusive opportunity for you to receive products and services at favorable pricing. Designed to provide you with corporate-wide volume purchasing power, the Preferred Alliance Partners Program offers efficient solutions that simplify your sourcing while providing comprehensive benefits.

Discover the increased value and enhanced benefits of your partnership today. Please call us for more information or visit www.PreferredNet.net/buspart.

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ACTIVE INTERNATIONAL



CORPORATE TRADE PARTNER PROVIDING REVENUE GENERATING OPPORTUNITIES

Available Globally

The global leader in corporate trade, Active International places more than \$1 billion in sales annually for the world's leading hotels.

Active brings travelers and corporate meetings business from its more than 600 corporate clients. Take advantage of Active's revenue-generating opportunities. Simply purchase from a selection of capital expenditure items, such as:

- Televisions: Samsung brand TVs
- Media: Active media capabilities, direct response – TV, print, out-of-home, and digital.

Contact:

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jhaggert@activeinternational.com

+1 845 732 8665

AKINSPARKER CREATIVE



DESIGN SERVICES, APPS, FACEBOOK MARKETING, AND INTEGRATED ADVERTISING

Available Globally

As a leading creative firm, AkinsParker specializes in providing "Entrepreneurial Creativity" for many of the world's exceptional brands. Our approachable service style and award winning studio is responsible for some of the finest work in hospitality marketing.

Today, through our close, client partnership with Preferred Hotel Group, we offer special pricing on a complete range of high-end design and advertising services. Please visit AkinsParker.com to see what's possible and call us today for a formal review of your needs.

Contact:

Jeff Parker

jeff@akinsparker.com

+1 949 724 8000, ext. 301

ADJUSTERS INTERNATIONAL



INSURED PROPERTY CLAIMS

North America Only

Adjusters International represents the policyholder, assessing and documenting property losses and preparing and assisting in the settlement of property claims. As part of our partnership, they are pleased to offer a complimentary property coverage policy review.

Contact:

Ann Marie Rowlands, National Accounts Manager

arowlands@adjustersinternational.com

+1 800 382 2468

AMERICAN EXPRESS



CREDIT CARD SERVICES

Available Globally

American Express® is a proud partner of Preferred Hotel Group. Together our two companies have launched successful programs such as Stay More and Preferred Golf™ that have grown our mutual luxury, leisure, and meetings and events business. Through participation in the award-winning Membership Rewards Program, American Express® is driving even more high-spending cardmembers to your hotels every day.

- Member hotels receive a transaction rate discount
- Member hotels can also benefit from a three-day payment plan

Please go to www.PreferredHotelGroup.com/amex for all the ways that our companies are working together.

COCA-COLA



BEVERAGES

USA Only

Expand your beverage program and save with additional discounts on all of Coca-Cola's products, including low-calorie soft drinks, juices, sports drinks, energy drinks, water, and vitamin water beverages. Benefits include:

Discount pricing on fountain syrup

- Fixed price ceilings on bottle and can beverages through 2016
- Free fountain equipment

Contact:

Tammy Rockow, Senior Sales Executive

trockow@coca-cola.com

+1 800 232 2652, ext. 3266

DIGITAL ALCHEMY



E-MARKETING, CRM & MICRO MOBILE SOLUTIONS

Available Globally

Digital Alchemy brings increased revenue through development of powerful guest relationships and targeted e-marketing offers. These automated messages, wrapped in rich images, are delivered at optimal times and are available in formats optimized for email and for mobile devices. Additional micro mobile solutions with brand specific and expandable options are also available. All services are available at special pricing for Preferred Partners:

- Digital Alchemy Advantage CRM suite at up to 40% discount
- eBlast e-marketing campaigns with ROI guarantees
- Related CRM and eSurvey services at substantial discounts
- Micro mobile solutions with expandable options

Contact:

Susan Harman, Vice President of Sales & Marketing

sharman@data2gold.com

4 +1 817 204 0841

COFFEE BEAN & TEA LEAF®



PREMIUM COFFEE & TEAS

North America

Roasted To Perfection Since 1963 The Coffee Bean & Tea Leaf® has been offering premium coffees and teas nurtured from seed to cup. We are the largest and oldest family-run Coffee & Tea Company in the country, with over 800 store locations across 22 countries. All products are purchased direct from origin countries and Kosher Certified.

The Coffee Bean & Tea Leaf® is a perfect fit for your hotel & resort.

- Restaurants & Bars, In-Room Coffee Service, Banquets, Lobby & Room Service
- Customized Equipment Programs and Marketing Materials
- Special "Preferred Member" pricing!

Contact us for a list of product offerings.

Contact:

Cherie Linnemeyer, National Account Executive

clinnemeyer@coffeebean.com

+1 562 688 4284

EVIAN



BOTTLED WATER

USA Only

Evian Natural Spring Water is the world's leading brand of premium bottled water. Benefits include:

- Reduced pricing on the finest quality bottled water
- Abundant sizes and formats (glass and plastic)
- Commitment to "Best in Class Pricing"

Contact:

Paul M. Schwartz, Director of National Accounts - Evian

paul.schwartz@danone.com

+1 773 899 0861

FOH, INC.



DINNERWARE/BANQUET/TABLETOP SOLUTIONS

Available Globally

FOH, Inc.[®] designs and manufactures trendsetting dinnerware, buffetware, and serveware that is commercial grade and easy on your bottom line.

- Savings from 5%-20%
- 72-hour order turnaround
- Exceptional quality, durability, and value

Contact:

Kirk Thomas, Regional Sales Manager

kirk@foh.cc

+1 305 467 0037

FREEMOTION FITNESS



STRENGTH & CARDIO FITNESS EQUIPMENT

Available Globally

FreeMotion Fitness[™], a subsidiary of ICON Health & Fitness, is dedicated to providing total fitness solutions with competitive financing, quality customer service, comprehensive training, and unparalleled products.

- Savings from 10% below end-column pricing
- Highest quality and best performing fitness equipment
- Largest manufacturer and distributor of fitness equipment in the world

Contact:

Scott Beck, Hospitality Sales Manager

scott.beck@freemotionfitness.com

+1 877 363 8449

GILCHRIST & SOAMES



TOILETRIES & AMENITIES

Available Globally

Gilchrist & Soames is a sophisticated purveyor of fine English toiletries, providing innovative and luxurious in-room, retail, spa, public area and locker room solutions along with VIP gift options. Benefits include:

- Reduced pricing on unique, environmentally friendly retail and house collections ranging from classic to contemporary
- Creation of exclusively designed bespoke collections to enhance the positioning and unique sensibility of your individual hotel
- Impeccable customer service, flexible ordering options, same-day shipping and no minimum orders.

Contact:

Craig Lupinacci, Senior Vice President

clupinacci@gilchristsoames.com

+1 317 781 7022

HCAREERS



STAFFING & RECRUITMENT

Available Globally

HCareers, the leader in hospitality Internet recruitment, has more jobs and job seekers than any other industry job board. Discounts on HCareers services:

Preferred Hotel Group Individual Job Postings Package

- Single job postings at a rate of US\$340/CAD 375
- Premium job posting at a rate of US\$375/CAD 415

5 Premium Job Postings Package

- Rate of US\$1495/CAD 1645

10 Premium Job Postings Package

- Rate of US\$2495/CAD 2750

Contact:

Bryan Sauder, Product Manager

bryan.sauder@hcareers.com

+1 360 312 7829

IDEAS



REVENUE OPTIMIZATION

Available Globally

IDEAS Revenue Solutions - a SAS Company, is the leading provider of pricing and revenue management software, services and consulting. IDEAS enables global organizations such as hotel, travel and transportation companies to understand, anticipate and react to consumer behavior in order to optimize revenue and profits.

Headquartered in Minneapolis, IDEAS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Africa, Greater China, Australia and Asia. Please visit www.ideas.com for more information.

Contact:

Jane Stampe, Managing Director, The Americas

jane.stampe@ideas.com

+1 952 698 4308

LAURENT-PERRIER



ELEGANT CHAMPAGNES

Available Globally

Founded in 1812, Laurent-Perrier is the largest family-owned Champagne house and has been creating elegant Champagnes for nearly two hundred years. It is one of the world's foremost brands in Champagne.

Based in the heart of Champagne, in Tours-sur-Marne, France, their success is the result of respect for nature and wines, a passion for quality, and strong, lasting relationships among the people who drive the company. Laurent-Perrier exports to more than 120 countries and is available at luxury hotels, restaurants, and wine retailers throughout the world.

Contact:

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david.hesketh@laurent-perrier.co.uk

+44 1628 475 404

KIWI COLLECTION



KIWI COLLECTION

EXPOSURE, MARKETING, BRANDING, POSITIONING

Available Globally

Kiwi Collection is a trusted influencer of hotel bookings. Savvy travelers turn to Kiwi Collection for first-hand hotel reviews and ratings.

PHG member hotels have the opportunity to gain more exposure across the Kiwi Collection network of websites, including the Visa Luxury Hotel Collection, through an Enhanced Listing:

- 40% off the standard price for new 24-month contracts
- Prioritized online listings and call center attention, featured images and special packages, banner advertising, direct website links, SEO, and more.

Contact:

Carrie Harrison-Ell, Senior Vice President Hotel Programs

carrieh@kiwicollection.com

+1 604 737 7397, ext. 225

LUXURY LINK AND FAMILYGETAWAY.COM



ONLINE TRAVEL RESOURCE

Available Globally

Drive revenues, protect your rates, and showcase your property to the largest audience of affluent travel buyers on the web. Luxury Link and FamilyGetaway.com provide PHG member hotels with:

- A customized marketing plan that utilizes Luxury Link and/or Family Getaway web platforms
- An exclusive 40% off already low annual rates for Luxury Link and 60% off for FamilyGetaway.com
- Premium placement of your property on the Luxury Link or FamilyGetaway.com websites

Contact:

Diane McDavitt, President, Luxury Link

preferredpartner@luxurylink.com

+1 310 215 8060, ext. 116

MICROS eCommerce



CREATIVE WEB SERVICES & INTERACTIVE MARKETING

Available Globally

MICROS eCommerce is a digital marketing and e-commerce technology provider for the hospitality industry.

They focus on helping Preferred Hotels grow your business by increasing direct-to-supplier Internet channels. They do this specifically through award-winning services, that include:

- Website - UX & Design and Development
- Marketing - Search Marketing, Search Engine Optimization (SEO), Online Media, Social, and Email Marketing

Contact:

Kelly Karfgin Popp, Director of Major Accounts

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+1 301 841 4726

www.microsecommerce.com

MICROS SYSTEMS, INC.



TECHNOLOGY CONSULTING

Available Globally

MICROS is the premier provider of enterprise-wide integrated information technologies for the hotel industry.

- The most flexible, comprehensive property-management solution available today
- Installed in over 20,000 location in 80 countries
- Multi-language and multi-currency
- Highly scalable
- Feature and function rich
- Highly accurate guest information
- Dashboard screen – access all modules of OPERA from one screen
- One button check-in

Contact:

Beth Munsey, Director-Brand Development, Hotel Major Accounts

bmunsey@micros.com

+1 201 683 8440

MONARCH ROBE & TOWEL



LUXURY BATHROBES & TOWELS

Available Globally

Monarch Robe & Towel has been a premier manufacturer and supplier of luxury bathrobes, towels, and slippers to the hospitality industry for three decades. In July 2011, they purchased Cypress, an equally respected quality manufacturer and supplier. The combination of Monarch/Cypress creates an international leader in the hospitality industry.

Contact:

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ichief@aol.com

1+ 413 229 8200 Ext. 11

For International Orders:

Karen Faul, President Hotel Division

karenfaul@monarchrobe.com

1+ 413 229 8200 Ext. 12

ODWALLA



PREMIUM JUICES

USA Only

Odwalla has over 35 delicious beverage and nourishing food-bar varieties. Odwalla offers positive branding with premium, natural, earth-friendly products and ideas for your hotel, including breakfast, meeting breaks, café, pool, gym, spa, and golf. Benefits include:

- Special national discount pricing
- Guaranteed sales (no spoilage)
- Free use of merchandising equipment

Contact:

Bob Atwood, National Account Development Manager

-Odwalla Foods

ratwood@coca-cola.com

+1 847 600 2676

PROTECT-A-BED



LUXURY MATTRESS PROTECTION PRODUCTS

Available Globally

Protect-A-Bed offers hoteliers a complete line of protective bedding products. Protect-A-Bed products are soft, silky, and luxurious to the touch, while creating a dry, hygienic, and anti-allergy sleep zone.

Protect-A-Bed's Value Proposition

- PHG properties receive "preferred" discounted pricing on all Protect-A-Bed products.
- Custom sizing is available for your property.
- Extend the life of your mattress two to three years
- Minimize housekeeping labor, water, and chemical costs

Contact:

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linda.bill@protectabed.com

+1 415 939 4007

ROOM 360°



GUESTROOM & BATHROOM AMENITIES

Available Globally

Room360° by FOH® is comprised of several all-encompassing collections and is produced from a unique mix of materials including porcelain, resin, stone, bamboo, metal, glass, palm wood, coconut wood, faux leather, rubber wood, and stainless steel. Items in the collections consist of amenity trays, serving trays, desk amenity trays, towel trays, waste baskets, soap dishes, soap trays, soap dispensers, toothbrush holders, tissue box covers, coffee amenity trays, and a variety of other containers designed to eliminate amenity clutter while adding streamlined style.

- Savings from 5%-20%

Contact:

John Kelly, National Sales Manager

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+1 305 219 6870

PURE SOLUTIONS



ALLERGY FRIENDLY & INDOOR ENVIRONMENTAL OFFERINGS

Available Globally

Pure Solutions has redefined travel for those who suffer from respiratory ailments desire a clean allergen free atmosphere. PURE Solutions is the only full service company that provides a patented 7-step process that is completely hands off for the hotel. The patented system is an all encompassing approach to allergy free living and takes into account all surfaces, air, and cleaning of the air delivery system. All of this at little or no upfront cost as a Preferred Hotel Group member.

Contact:

Vinny Lobdell, Executive Vice President

vlobdelljr@healthway.com

Direct: +1 315 298 2904

RUSSIA TODAY



TELEVISION PROGRAMMING

Available Globally

Russia Today is a government-funded global multilingual television news network based in the Russian Federation that broadcasts 24-hour news, documentaries, talk shows, sports and cultural programs to 430 million people in over 100 countries. Russia Today offers to provide their service at no cost to Preferred Hotel Group member properties.

Contact:

Dev Anand, Hotel Distribution

dev@impetus-marketing.com

+44 (0)20 8788 7293

SERTA® INTERNATIONAL



PROVIDER OF LUXURY MATTRESSES

Available Globally

Serta® is the leading mattress supplier to the hospitality industry, taking pride in providing a great night's sleep to travelers all over the world. They can work with your property directly or with your selected design firm. As a Preferred Hotel Group member property, you can take advantage of factory-direct Preferred Pricing on their exclusively designed "Preferred Hotel Sleepers."

- No middlemen
- Revenue-sharing guest purchase programs
- Innovative technology in product development
- Sustainable/green materials

Contact:

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ccanjura@sertanational.com
+1 847 747 0476

STANDARD TEXTILE



INNOVATIVE TEXTILE AND DECORATIVE PRODUCTS

Available Globally

Standard Textile Hospitality Division offers a complete line of textile products designed to increase guest satisfaction and lower operating costs. We are revolutionizing the hospitality industry with patented products that combine luxurious comfort with unsurpassed durability and superior cost management.

- Discounted Preferred Hotel Group national pricing
- Access to the new Todd-Avery Lenahan collection
- Room Ready For You® Laundered with Tide® linen ready to use right out of the box!

Contact:

North America
**Greg Eubanks, Group V.P.,
Hospitality Sales & Marketing**
geubanks@standardtextile.com
+1 513 761 9255 x2532

SIXT



WORLDWIDE CAR HIRE SERVICE

Available Globally

Sixt is a worldwide car hire service with over 4,000 locations in over 100 countries.

Sixt joins the Employee Rate Program and offers Preferred Hotel Group members a preferred business rate. Receive a discount of up to 15% off the best available online rates when you book your Sixt rental car on the special business section online. Your business customer data will be instantly recognized after your customer login.

Contact:

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SUITELINQ



INTEGRATED DIGITAL CONTENT, CONNECTIVITY, AND COMMERCE

Available Globally

SuiteLinq delivers an advanced and fully connected platform of guest-facing digital devices that give your properties a competitive edge. SuiteLinq integrates with your PMS, POS, CRM and other applications to help you market to and move your guests into your spas, restaurants, shops and more via television, desktop, laptop, mobile app, tablet, and digital signage. Create exceptional guest experiences that are highly personalized and profitable with SuiteLinq!

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Tel: +33 (04) 72 47 1717

THE WALL STREET JOURNAL

THE WALL STREET JOURNAL.

NEWSPAPERS

North America Only

The Wall Street Journal provides a special rate of US\$0.23 per copy when you use the disclaimer language* on key jackets. Delivery programs without the disclaimer language* are available at US\$0.40 per copy.

*Disclaimer language gives guests the option to receive a refund if they so choose.

Contact:

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+1 212 597 5739

USA TODAY



NEWSPAPERS & ADVERTISING

North America and Cancun Only

By providing delivery of USA TODAY, the most preferred traveler's newspaper to your guests, you are eligible through the Preferred Hotel Group Corporate program to receive a discounted rate of \$0.30 per copy along with complimentary advertising in USA TODAY newspaper and USA TODAY.com. For more information please feel free to contact:

Contact:

Pennie Landon, Director of Sales and Strategy

plandon@usatoday.com

+1 703 854 5679

USFI



OPERATIONAL ITEMS, BRAND CONSISTENCY SOLUTIONS, AND GOING GREEN INITIATIVES

Available Globally

For more than 27 years, USFI has provided operational items, print, inventory management and distribution solutions for hotels and resorts globally.

- Solutions for Front Desk, Food & Beverage, Housekeeping and Sales & Marketing
- Brand Consistency/Uniformity solutions that increase guest satisfaction and improve guest wallet share spend
- Helping your property with Green initiatives that are cost effective

Contact:

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Hospitality Division

tvanceleave@usfi.com

+1 800 422 2898

VFM LEONARDO



ONLINE VISUAL CONTENT

USA Only

VFM Leonardo can help you meet guests demands with a system that syndicates and displays your hotel's story within a "mini-website" to millions of online travel shoppers. Utilizing sites such as Travelocity, TripAdvisor, and Facebook VBrochure can connect directly to your booking engine. With VBrochure your hotel can ensure travel shoppers are experiencing your hotel the way you want them to with engaging visuals and compelling text descriptions.

Contact:

Darlene Rondeau, Vice President Best Practices

Online Merchandising

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