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## Liberty Group to Manage Sales & Marketing for Four Louisiana Hotels

Tampa, Florida - July 18, 2011 - Liberty Group of Companies is proud to announce that it has entered into a long-term Sales and Marketing consulting agreement with UNR Hospitality, LLC based in Baton Rouge, Louisiana for four limited-service hotels.

Mr. Patrick Shine, Vice President of Marketing and Business Development for the Liberty Group, and his sales team will oversee all sales and marketing efforts of the La Quinta Inn & Suites and Best Western in Denham Springs, Magnuson & Suites in Port Allen, and Magnuson Hotel in Baton Rouge, Louisiana.

Liberty's proprietary Sales & Marketing Program utilizes the Company's thirty-years of hotel management experience to provide a customized program for hotel Owners, Management Companies, and Franchisors to increase revenue, ADR, and RevPar. Program options include full-scale sales and marketing services to 3 & 5-day intensive on-site programs designed to train, revitalize, and direct hotel sales initiatives.

For more information on Liberty's Sales & Marketing Program, please contact Patrick Shine at [Patrick@LibertyG.com](mailto:Patrick@LibertyG.com).

About the Liberty Group of Companies

The Tampa-based Liberty Group of Companies, founded in 1980 by hotelier Raxit N. Shah and led by his son Punit R. Shah, has been actively pursuing hotel acquisitions throughout Florida and has invested in over \$225 Million in various real estate investments throughout the United States over its 35-year history. More information on the Liberty Group of Companies can be found at <http://www.LibertyG.com>

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*By Cid Jenkins, Vice President, ATG's eStara*
- Creating a Buzz with Alternative Therapies at Destination Spas**  
*By Magnolia Polley, Partner, The Green Team Project*
- Projecting Food & Beverage Counter Profits**  
*By Joanna Harralson, Vice President Operations, The Insight Group International*
- 'Here We Go Again' - Is This Cycle Similar to the Last Time?**  
*By Chris Bills, Chief Operating Officer, The Summit Group*

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