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Patrick Shine Joins Liberty Group as VP of Marketing & Business Development

Tampa, FL - July 21, 2011 - Liberty Group of Companies is proud to announce that **Patrick Shine**, President of Shine Hospitality Group and co-founder of Results in Hospitality, has joined Liberty as its Vice President of Marketing and Business Development.

Mr. Shine's responsibilities include oversight of all sales and marketing for each of Liberty's owned and managed hotels, direct local sales and marketing programs for third-party engagements, procurement of third-party hotel management agreements, and market analysis underwriting for new Liberty acquisitions.


"Pat's addition adds depth to our executive hospitality management team and reinforces our value-added platform for third-party management opportunities, and will enhance our overall market penetration for each of our existing hotel properties," said Punit R. Shah, Liberty Group's President and Chief Operating Officer.

As President of Shine Hospitality Group and Results in Hospitality, Mr. Shine brings over 25 years of focused hospitality sales and marketing experience to Liberty Group. Mr. Shine has developed a unique sales and marketing strategy that incorporates traditional marketing practices into a 21st century approach integrating social media, online marketing, direct sales, revenue/yield management, and most importantly personal relationships.

"Liberty Group is now positioned to provide its third-party management or consulting clients with an unparalleled direct sales and marketing program that will jump-start top-line revenues of any hotel from pre-opening to stabilization stages, and during both shoulder seasons to peak periods. We can add extra sales and marketing staff on a temporary, as-needed basis, as well as provide in-depth training and support to sustain revenue growth year-round," Mr. Shine said.

"Our typical sales and marketing program for third-party hotel engagements is an intense, three to five-day onsite sales and marketing package aimed at helping hotels reach their full sales potential," said Shine. "We feel confident that we bring the highest level of expertise and our unique programs are the best way to generate sales for Liberty Group's hotels and consulting clients. Our program has a proven track record with leading hotel brands, including Hilton, Marriott, Starwood, La Quinta, Best Western, Choice, and InterContinental brand families, as well as 4 and 5- star boutique and independent properties."

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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