

For immediate release

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**Krisam Group adds Jumeirah Carlton Tower, London, as
Newest Member**

*Krisam's 13th European Hotel is its Third in Downtown London,
Adds 220 Additional Guest Rooms in the Sought After London Market*

Washington, DC – May 14, 2007 – Krisam Group, the pioneering national sales company for independent and unique hotels, announced that it added the luxurious Jumeirah Carlton Tower, London, as its newest member hotel in the UK. The landmark 220-room hotel is Krisam's thirteenth in Europe, its third in downtown London, and brings to more than 800 rooms the inventory that Krisam makes available to meeting planners in the sought after downtown London market.

“The demand for luxury accommodations and meeting space in London has never been greater,” said Jim Schultenover, President of Krisam. “We are delighted to welcome the fabulous Jumeirah Carlton Tower, as we further increase our capacity to serve planners with the finest accommodations worldwide.”

Along with its sister property, the Jumeirah Essex House Hotel in Manhattan, the Jumeirah Carlton Tower is the second Jumeirah-branded hotel in the Krisam portfolio. Krisam has 221 member properties worldwide.

European Growth Accelerates

In the past twelve months, Krisam has added hotels in Austria, France, Iceland, Italy and the UK, bringing to more than 40 the number of member hotels located outside of the U.S. Each Krisam hotel is located in a unique and desirable destination, perfect for group meetings, and each offers the highest level of product and service offerings in its market.

Founded in 1975, Krisam now has hotel members in almost every state in the United States, as well as in Europe, Mexico, Canada and the Caribbean. The company recently bolstered its presence in Europe with the addition of a sales office in the UK, and also maintains sales representatives in Brussels.

Schultenover concluded, “In the past months, our investments in people and resources helped us move forward toward becoming a truly global service organization, for meeting planners as well as member hotels. We expect to continue that momentum, and our international growth in 2007, launched with the addition of the Jumeirah Carlton Tower, gets us off to a great start.”

About Jumeirah Carlton Tower

Located overlooking Cadogan Gardens in the Knightsbridge section of London, the Jumeirah Carlton Tower offers a combination of stylish accommodations, modern technology and exemplary service for groups and individual travelers. The hotel offers 220 total guestrooms including 58 suites and a Presidential suite. It also offers five meeting rooms, including a ballroom that can hold up to 400 people. The hotel is located just 16 miles from Heathrow International Airport.

About Krisam Group

Krisam Group is the top independent national sales office for hotels, and the leading advocate and service provider for meeting planners - offering a unique, end-to-end, suite of services to support planners and Krisam hotel members. In 2005, the company celebrated its 30th year of industry leadership. For more information on Krisam Group, please visit www.krisam.com.

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