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FOR IMMEDIATE RELEASE

Krisam Group Expands New York Office

Raffaella Tasca Joins Krisam Group New York as National Sales Manager

Washington, DC – June 2010 – Krisam Group (Krisam), the top national sales company representing over 240 unique and independent member hotels worldwide, announced that Raffaella “Raffy” Tasca has joined the company as a National Sales Manager in their New York office.

Raffy brings more than ten years of senior-level hotel sales and marketing experience from within the hospitality industry. Most recently, she held positions as Director of National Accounts for The Venetian | The Palazzo Resort & Casino from the New York office, as well as a Senior Sales Manager for Millennium Broadway Hotel, New York, having worked her way up at the Millennium from a management trainee.

A graduate of the Rochester Institute of Technology, Raffy also has experience as an independent contractor headquartered in Prague working on international conferences and events. She is fluent in Italian and also speaks some French, Portuguese, and Spanish. She is a member of Meeting Professionals International (MPI) and received the Millennium Broadway Career Achievement Award for booking \$60M from 1999-2007.

“We are most pleased that Raffy has joined us bringing with her experience not only in the New York market but Europe as well,” said Jim Schultenover, President of Krisam Group. “We have been fortunate to work with her at The Venetian | The Palazzo Resort & Casino and know that she will be a wonderful addition to our team. Now that the industry is slowly recovering, we are expanding in critical markets with professionals such as Raffy, who has the skills to help clients meet the challenges of a new era.”

Raffy starts in the New York office on June 28th and can be reached at raffy_tasca@krisam.com or 212-725-6161.

About Krisam Group

Krisam Group, a membership organization since 1975, is the top national sales company representing over 240 independent and unique hotels, and the leading advocate and service provider for meeting planners. For more information on Krisam Group, please visit www.krisam.com.