



NHH HOTELS & RESORTS

For Immediate Release

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**NHH Hotels & Resorts to Manage
the Luxurious Highmark Ski Resort in Steamboat Springs, CO**

Growing hotel management company also launches NHHhotels.com for its services

PHILADELPHIA - (January 25, 2010) - [NHH Hotels & Resorts LLC](http://NHHHotels.com) (NHH), a third-party hotel management company, has been chosen to manage the luxurious [Highmark Ski Resort](http://HighmarkSkiResort.com) in Steamboat Springs, CO. A premier destination for accommodations and services in Steamboat Springs, the Highmark holds the number one [Trip Advisor](http://TripAdvisor.com) spot for lodging in this popular ski town.

Newly opened in 2008, Highmark Steamboat Springs is a quintessential luxury hotel offering lavish, condo-style accommodations housed in a Bavarian-style tower. Generously proportioned accommodations range in size from 1,600 to 2,400 square feet, providing the ultimate retreat. Guests enjoy the resort village's numerous amenities within walking distance, from ski-lift gondolas across the street to diverse shopping, dining and entertainment.

"We are honored to have been chosen to manage the finest resort property in Steamboat Springs," said John J. DePaul, president and CEO of NHH Hotels & Resorts. "From pre-trip planning to preparing rooms with guests' favorite amenities, Highmark provides a high level of service down to the smallest detail. Guests who love their experience at the resort can purchase one of the extravagant units."

"NHH Hotels & Resorts immediately improved service and advance bookings at the resort," said Steve Sirang, owner of Highmark Steamboat Springs. "The company has already proven to be an excellent independent luxury operator, with its industry knowledge and ability to quickly impact marketing and sales efforts."

The addition of the Highmark to the NHH Hotels & Resort portfolio coincides with the company's roll-out of its new website, www.nhhhotels.com.

"Demand for our hotel management services for third parties doubled in 2009," said DePaul. "Hotel owners are looking for a pro-active approach during this historic downturn. They're seeking a personalized perspective and are turning away from management companies hampered by legacy assets from the previous cycle."

NHH Hotels & Resorts focuses on upscale to luxury hotels and resorts. The company is an approved operator by the majority of upscale to luxury brands, but specializes in independent hotels. NHH Hotels & Resorts has assembled an experienced team of executives prepared to double the NHH portfolio again in 2010.

About NHH Hotels & Resorts

A “built for action and results organization,” NHH Hotels & Resorts is a full-service third-party, property-level management company, and turnaround specialist for upper-upscale Branded, Independent, Boutique and Resort properties, as well as Casinos. With past and current hotel management assignments, NHH Hotels & Resorts has a proven record of performing above industry averages and success, increasing RevPAR index, operating margins and guest satisfaction. In addition, NHH Hotels & Resorts has experience working with ownership groups on branding and repositioning efforts. For more information please visit www.nhhhotels.com or contact John J. DePaul at (610) 228-2081. Client inquiries only.

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