



For Immediate Release

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Vantage Hospitality Group & Brown Nester Hospitality Services Introduce First-of-its-Kind Ad-Vantage Club

(CLEVELAND, June 13, 2011) – Building upon the recent [strategic affiliation](#) between Vantage Hospitality Group and Brown Nester Hospitality Services – the first such alliance of a global hotel company and brokerage company – the two industry leaders today launched a unique and innovative program that offers special privileges and savings opportunities when buying or selling hotels through Brown Nester.

The Brown Nester Ad-Vantage ClubSM is open to all hotel owners and free to join by visiting VantageHospitality.com or BrownNester.com.

Ad-Vantage Club members will receive the first look at new property listings from Brown Nester before they are made available to the general public. To further enhance the acquisition process, Club members who buy a property through Brown Nester and convert it to a Vantage brand (Americas Best Value Inn[®], Canadas Best Value Inn[®], Lexington Hotel[®] or Lexington Inn[®]) will have the first six months of membership fees waived – a savings of \$10,000 or more. They also receive free Property Improvement Plans prior to a contemplated purchase and free opinions of value prior to a contemplated sale.

Vantage property owners who join the Ad-Vantage Club and list their hotels through Brown Nester will have the additional benefit of being released from their brand agreements without contractual obligations, upon the sale of their hotels.

“The Brown Nester Ad-Vantage Club is a first-of-its-kind program that will allow its members to maximize their return on investment in the highly competitive real estate market. Hoteliers from any kind of property can enroll and have the opportunity to save money on their hotel transaction,” said Brown Nester president [Chuck Nester](#).

“All people need is an e-mail address to join the Ad-Vantage Club and enjoy privileges that the hospitality industry hasn’t seen before. And those owners who are exposed to the Vantage family for the first time through the Club will be impressed with all the comprehensive resources and progressive, revenue-generating programs that we have to offer,” said [Roger Bloss](#), the Founder, President and CEO of Vantage Hospitality Group, which is the parent company of the Americas Best Value Inn, Canadas Best Value Inn, Chinas Best Value Inn[®], Value Inn Worldwide[®], Lexington Hotel and Lexington Inn brands.

About Vantage Hospitality Group, Inc.

Headquartered in Coral Springs, Fla., Vantage Hospitality Group is the 10th largest hotel company worldwide with over 1,000 hotels in just 11 years and the only hotel company to be ranked on the 2006, 2007, 2008, 2009, and 2010 Inc. 500/5000 List of Fastest-Growing Private Companies. Hotel owners worldwide have embraced Vantage’s innovative brand model that offers members low, flat fees; short-term contracts; and a voice and a vote in each brand’s direction while providing the most comprehensive resources in the lodging industry. Vantage Hospitality’s first hotel brand, Americas Best Value Inn, is a leader in the limited-service segment (including Canadas Best Value Inn and Chinas Best

Value Inn) throughout North America and China and has been recognized by the lodging industry as the fastest-growing chain over the past decade. The company continues to grow with the Lexington Hotel and Lexington Inn brands (Vantage's midscale through upscale brands) and through affiliations with Brown Nester Hospitality Services (offering comprehensive hotel brokerage and related services) and Vantage Insurance Services (a full-service insurance agency specializing in insurance for the hospitality industry). Visit www.AmericasBestValueInn.com, www.LexingtonCollection.com, www.VantageHospitality.com, www.VantageInsuranceServices.com or www.BrownNester.com for more information.

About Brown Nester Hospitality Services, Inc.

For more than 63 years, the Brown Hotel Group was known as "The Most Trusted Name in Hotel Brokerage." Building on this strong foundation of trust and expert knowledge, and adding new and innovative programs for a changing marketplace, the principals of that company formed a new venture, Brown Nester Hospitality Services, joining forces with Vantage Hospitality Group in March 2011, and became the only hotel brokerage company affiliated with the resources of a global hotel company. With the well-known leadership of Chuck Nester and George E. Brown, Brown Nester Hospitality Services offers comprehensive, start-to-finish services, including hotel brokerage, management, marketing, and revenue-generating programs. Visit www.BrownNester.com or call 805-409-3532 for more information.

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