

The Travel and Hospitality Industries:

A \$3.5 Trillion Global Economic Powerhouse

including air, sea and ground transportation, the development and operation of hotels, mixed-use properties, fractional ownership, restaurants, bars and clubs, private clubs, arenas, meetings, events and spas.

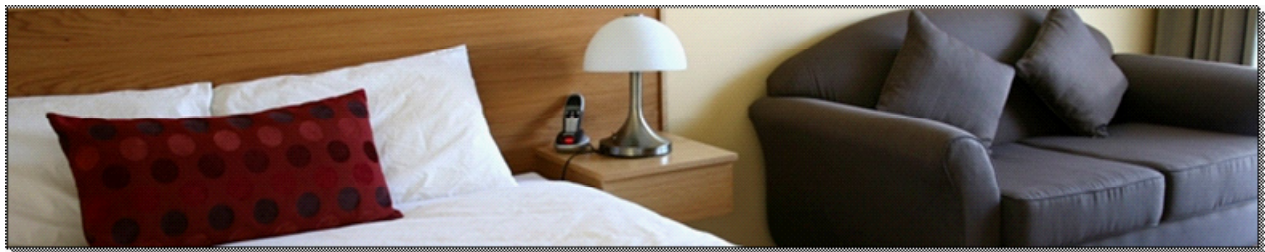
More specifically, according to the International Hotel and Restaurant Association, the global hospitality industry alone includes:

- 300,000 hotels;
- 8 million restaurants;
- 60 million employees; and
- Contributes \$950 billion annually to the global economy.

In the United States alone, according to the American Hotel & Lodging Association, the hospitality industry includes:

- 51,000 hotels;
- 800,000 restaurants;
- 5000 private clubs; and
- 15 million employees.

The hospitality industry is unique because it involves many different types of law, from labor and employment to alcohol law, from contracts to food and beverage law, from litigation to franchising, from real estate development to intellectual property, creating vast opportunities in a wide array of practice areas.



HospitalityLawyer.com™:
The Leader for Worldwide Legal, Safety, and Security Solutions for the Hospitality Industry

Our Mission: HospitalityLawyer.com's mission is

- to create a worldwide alliance of attorneys that focus on hospitality, travel and tourism issues;
- to be an international marketing channel for suppliers of legal, safety and security compliance solutions;
- to globally reach hospitality developers and operators in need of legal, safety and security compliance solutions;
- to mitigate critical incidents, injuries, litigation and liability within the hospitality industry, in the U.S. and abroad; and
- to facilitate the creation, collection, and dissemination of legal, safety and security information, products and services.

To accomplish our mission, we host conferences; provide International, National and State Law Libraries on our website to supply practical and helpful information for the hospitality industry; strategically place articles in industry publications; and publish newsletters with legal updates, articles, and solutions:

An integrated online, print, & interactive conference campaign that creates a strong marketing mix with high visibility.

An alliance with HospitalityLawyer.com™ increases your firm's visibility to a targeted global industry that needs legal assistance in a wide array of practice areas around the world.



HospitalityLawyer.com™: Implementing Strategic Initiatives to Reach the Right Audience

HospitalityLawyer.com™ creates innovative ways to engage your targeted audience while branding and marketing your firm's diverse practice areas and experience.

- **Annual Hospitality Law Conference** – Attended by over 400 hospitality professionals from around the world, including general counsel and executives of lodging, real estate, restaurant and club operations, risk managers, directors of loss prevention, franchise service directors, attorneys practicing in the hospitality industry, and hospitality law educators. An intensive 2½ day educational conference focusing on legal, safety, and security solutions crucial for the success of hospitality developers and operators.
- **HospitalityLawyer.com™** – Showcase your firm's experience and expertise to the global hospitality market. 365/24/7.
- **RestaurantLawyer.com™, MeetingLawyer.com™, and PrivateClubLawyer.com™** – Due to the diversity of the hospitality industry, different segments of the industry need specific legal, safety, and security updates and solutions.
- **Regional Hospitality Law Seminars** – Hospitality developers and operators have told us they need state-specific legal information, so in 2009, we will be introducing three Regional Hospitality Law Seminars, held in Chicago, Los Angeles and Washington D.C.



HospitalityLawyer.com™:

Implementing Strategic Initiatives to Reach the Right Audience (Continued)

- **Publication Opportunities** – HospitalityLawyer.com™ offers numerous strategic publishing opportunities in hospitality industry trade publications.
- **Seven Focused Electronic Newsletters** - HospitalityLawyer.com™ delivers legal, safety, and security compliance solutions by engaging targeted marketplaces via electronic newsletters distributed globally:
 - **The In-House Counsel E-Newsletter** – distributed quarterly to 600 industry in-house counsel;
 - **The Legal E-Newsletter** – distributed monthly to over 19,000 in-house counsel, private attorneys, and hospitality operators;
 - **The Hotel & Restaurant Operator E-Newsletter** – distributed quarterly to over 2100 hotel and restaurant operators;
 - **The Loss Prevention E-Newsletter** – distributed monthly to over 3000 key contacts in security, loss prevention, and risk management;
 - **The Beverage E-Newsletter** – distributed quarterly to over 1900 major beverage retailers, manufacturers and distributors;
 - **The Meeting Planners E-Newsletter** – to be distributed quarterly in 2009 to meeting planners; and
 - **The Risk Management E-Newsletter** – to be distributed quarterly in 2009 to hospitality risk managers.
- **Blog posts** – HospitalityLawyer.com™ has also launched its own blog. We invite your firm's attorneys to send legal updates, with your firm's legal analysis of how the case decision or new statute will impact hospitality businesses.
- **Collective Search Engine Optimization** – By joining HospitalityLawyer.com's global alliance you exponentially enhance your presence on the World Wide Web.

HospitalityLawyer.com™ receives over 30,000 page views per month.

HospitalityLawyer.com™ Law Library Packages

International Law Library Alliance:

- Firm will be the exclusive content provider for topic of your choice for the selected country
- Speaking opportunity at the annual Hospitality Law Conference
- Branded article placement opportunities in content-focused e-newsletters
- Branded article placement in trade, travel, and tourism journals
- Two complimentary Global Alliance of Hospitality Attorneys (G.A.H.A.) memberships & 'Find a Lawyer' listings
- Discounts to the annual Hospitality Law Conference

U.S. National Law Library Alliance:

- Exclusive listing in legal category of choice of National Law Library
- Speaking opportunity at the annual Hospitality Law Conference
- Branded article placement opportunities in content-focused e-newsletters
- Branded article placement in trade, travel, and tourism journals
- Four complimentary Global Alliance of Hospitality Attorneys (G.A.H.A.) memberships & 'Find a Lawyer' listings
- Discounts to the annual Hospitality Law Conference

U.S. State Law Library Alliance:

- State Law Library listing on website and in legal category of your choice
- Additional law library categories at discounted prices
- Speaking opportunity at a regional law conference
- Branded article placement opportunities in content-focused e-newsletters
- Branded article placement in trade, travel, and tourism journals
- Three complimentary Global Alliance of Hospitality Attorneys (G.A.H.A.) memberships & 'Find a Lawyer' listings
- Discounts to the annual Hospitality Law Conference

For details on joining our Global Alliance of Hospitality Attorneys contact:

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HospitalityLawyer.com's Mission

HospitalityLawyer.com is the leading global network of people, products and services delivering legal, safety and security solutions to the hospitality industry.