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FOR IMMEDIATE RELEASE

Krisam Group Extends Its Roster in Mid-Atlantic Region.

***Industry veteran, Kelli O'Dell joins Krisam Group Washington, DC Office
as National Sales Manager.***

Washington, DC – January 2011 – Krisam Group (Krisam), the top national sales company representing over 240 independent and unique member hotels worldwide, announced that Kelli O'Dell has joined the company as a National Sales Manager in their Washington, DC office.

Kelli brings more than 15 years of senior-level sales and marketing experience within the hotel and meetings & conventions fields. Prior to joining Krisam Group, she was Senior Sales Manager of association and corporate markets with Hilton Arlington, Virginia. There, she represented the Interstate Hotels & Resorts portfolio of 200 3/4/5-star properties. She was two-time top IHR Interlead company producer booking sales of \$2 million and \$1.7 million in each of those years respectively.

She was also Director of Sales at Affiliated Hotels & Resorts (AHR) in Washington, DC. At AHR, she represented a collection of international and domestic hotels & resorts and oversaw over 500 accounts. "No one understands the inner workings of the Mid-Atlantic association market better than Kelli," said Jim Schultenover, President of Krisam Group. "The experience and relationships she brings with her from AHR will make her a catalyzing force in our regional sales & marketing efforts."

A graduate of the James Madison University in Harrisonburg, Virginia, Kelli has association-marketing in her blood. Her mother, Barbara O'Dell was Executive Director of National Parking Association and a former Director of Meetings & Conventions with the American Meat Institute. She is a member of Meeting Professionals International (MPPI), The Center for Association Leadership (ASAE), Destination DC and DC Connections.

"I love this business and I'm looking forward to helping Krisam's Washington, DC team push its sales to the next level," said Kelli. "With the economy growing, this is a great time to be spreading the word about Krisam's extraordinary portfolio of unique Member Hotels & Resorts."

Kelli O'Dell started in the Washington, DC office on January 3rd and can be reached at kelli_odell@krisam.com or 202-775-5800.

About Krisam Group

Krisam Group, a membership organization since 1975, is the top national sales company representing over 240 independent and 4 & 5-Diamond hotels and resorts, as well as the leading advocate and service provider for meeting planners. Krisam represents properties in over 20 countries, including landmark urban hotels, leisure destinations, beachfront resorts and event locations for groups of 10 to 10,000. For more information on Krisam Group, please visit www.krisam.com.