



Contact: Jennifer Macera, 607.255.3101, js372@cornell.edu

FOR IMMEDIATE RELEASE:

Cornell Center for Hospitality Research Welcomes New Corporate Friends

Ithaca, NY, July 12, 2007– The Cornell Center for Hospitality Research is pleased to announce the addition of two new corporate affiliates, American Tescor, LLC and Real Estate Media, to a distinguished group of companies that are members in the center's corporate friends program.

Based in New York City, Real Estate Media's RealShare Conference Series (www.realshareconferences.com) produces the RealShare Hotel Investment & Finance Summit, which is sponsored by Cornell's Center for Hospitality Research. This conference brings together leading investors, developers, financiers and capital market players in the hospitality industry. Set for April 2008 in New York, the conference will give participants updated analysis and outlooks on the rapidly changing markets for debt and equity. Cornell School of Hotel Administration faculty or administrators will be among the participants and presenters.

American Tescor saves employers the expense of hiring high-risk employees, particularly those who have a high probability of a worker compensation claim. Using its proprietary pre-employment screen, American Tescor screens over 750,000 job applicants annually to identify job applicants who are at risk of theft, substance abuse, and violence. The company is based in Beaverton, Oregon, and the web address is www.americantescor.com. The company's electronic screen provides employers with instant results, with a demonstrated reduction of at least 50 percent in worker compensation losses overall. Founded in 1979, the firm is a division of Arizona-based Merchants Information Solutions, Inc.

"These corporate friends will help the center expand its reach further as well as bring new data sources to Cornell Hotel School researchers" noted Joseph D. Strodel, Jr., director of corporate relations."

About the Center for Hospitality Research

A unit of the Cornell School of Hotel Administration, The Center for Hospitality Research (CHR) sponsors research designed to improve practices in the hospitality industry. Under the lead of the Center's 57 corporate affiliates, experienced scholars work closely with business executives to discover new insights into strategic, managerial and operating practices. The center also publishes the award-winning hospitality journal, the Cornell Hotel and Restaurant Administration Quarterly. To learn more about the center and its projects, visit www.chr.cornell.edu.

Center partners and sponsors: AIG Global Real Estate Investment, Denihan Hospitality Group, Expedia, Inc., Four Seasons Hotels and Resorts, HVS International, JohnsonDiversey, Inc., Kohinoor Group, LRP Publications, Marriott International, Inc., Marsh's Hospitality Practice, Mobil Travel Guide, Nestlé, PricewaterhouseCoopers, Proskauer Rose LLP, Smith Travel Research, Southern Wine and Spirits of America, Inc., SynXis (a Sabre Holdings Corporation), Taj Hotels Resorts and Palaces, Thayer Group of Companies, Travelport, and Wimberly Allison Tong & Goo (WATG).

Center friends: 4Hoteliers.com • American Tescor, LLC • Caribbean Hotel and Restaurant Buyers Guide • Cody Kramer Imports • Cruise Industry News • DK Shifflet & Associates • ehotelier.com • Estrela Marketing Solutions • Fireman's Fund Insurance Company • Gerencia de Hoteles & Restaurantes • Global Hospitality Resources • Hospitality Financial and Technology Professionals (HFTP) • hospitalityInside.com • hospitalitynet.org • Hotel Asia Pacific • Hotel China • HotelExecutive.com • Hotel Interactive • Hotel Resource • International CHRIE • International Hotel and Restaurant Association • International Hotel Conference • iPerceptions • KPMG Japan/Global Management Directions • Lodging Hospitality • Lodging Magazine • PKF Hospitality Research • The Resort Trades • RealShare Hotel Investment & Finance Summit • RestaurantEdge.com • Shibata Publishing Co. • The Lodging Conference • TravelCLICK • UniFocus • WageWatch, Inc. • WIWIH.COM