



HeBS Awarded "Best in Class" Interactive Media Award for Outrigger Lodging Services' Grafton on Sunset Hotel Website

New York, NY - May 27, 2009 - Hospitality eBusiness Strategies (HeBS), the industry's leading full-service Internet marketing services and strategies consulting firm for the hospitality and travel verticals, today announced receipt of the prestigious "Best in Class" Interactive Media Award in the Hotel/Resort category for Outrigger Lodging Services' [Grafton on Sunset](http://www.GraftononSunset.com) hotel in West Hollywood. There is only one Best in Class award winner in the Hotel/Resort category, and it represents the very best in planning, execution and overall professionalism. All of the judges for the IMAs are distinguished professionals and members of the IMC, an organization dedicated to elevating the standards of excellence on the Internet. Judges evaluate websites based on five criteria: Design, Content, Feature Functionality, Usability and Standards Compliance. To win an IMA a site must excel in each criterion and rise above competitors' sites.

Best in Class Winner:

- Grafton on Sunset (www.GraftononSunset.com) - Hotel/Resort Category

Previous Website Awards for Outrigger Lodging Services:

- Adrian Award and W3 Award for Le Montrose Suite Hotel (www.lemontrose.com)
- Interactive Media Award, Summit International Award and W3 Award for Le Parc Suite Hotel (www.leparcsuites.com)
- Summit International Award for Hotel Amarano Burbank (www.hotelamarano.com)

"We are thrilled with this most recent reward! We have been working with HeBS for over two years, and they have produced a number of award-winning websites for our company, including www.LeMontrose.com, www.HotelAmarano.com and www.LeParcSuites.com. All of our websites have been generating strong revenues and ROIs. Since launching the Grafton on Sunset website we have seen a significant increase in online bookings and leads. HeBS is helping the Grafton on Sunset - as well as the other hotels within our portfolio - utilize the direct online channel to optimize revenues despite this economic downturn.

We look forward to continuing our successful relationship with HeBS" said John Fitts, President/CEO, Outrigger Lodging Services.

Max Starkov, Chief eBusiness Strategist of Hospitality eBusiness Strategies, notes that "this IMA Best in Class award in the Hotel/Resort category for the Grafton on Sunset website is the ultimate recognition of the fact that in this economy, going back to the basics is a sound strategy. Hotel websites designed according to industry best practices, complemented by ROI-centric Internet marketing campaigns, generate much needed revenues for our clients even in this economy. All of the websites we have launched for Outrigger Lodging Services have produced unprecedented ROIs for the hotels. The sites were also built with the latest technology available, allowing them the ability to evolve just as new media, Web 2.0, and new marketing trends evolve."

The Best in Class award is the highest honor bestowed by the Interactive Media Awards. It represents the very best in planning, execution and overall professionalism. In order to win this award level, a website has to successfully pass through IMA's comprehensive judging process, achieving very high marks in each of our judging criteria including design, content, feature functionality and usability.

About HeBS

Hospitality eBusiness Strategies (HeBS), the industry's leading Internet marketing strategy consulting firm for the hospitality vertical, is based in New York City (www.hospitalityebusiness.com). HeBS has pioneered many of the "best practices" in hotel Internet marketing and direct online distribution. The firm specializes in helping hoteliers build their direct Internet marketing and distribution strategy, boost the hotel Internet marketing presence, establish interactive relationships with their customers, and significantly increase direct online bookings and ROIs. A diverse client portfolio of over 500 top tier major hotel brands, luxury and boutique hotel companies, hotel management and representation companies, franchisees and independents, resorts and casinos and CVBs has sought and successfully taken advantage of the firm hospitality Internet marketing expertise. Contact HeBS consultants at (212) 688-2731 or info@hospitalityebusiness.com.

About Outrigger Lodging Services

Outrigger Lodging Services (OLS), headquartered in Encino, CA is a privately held management, investment and development company with its primary focus on the hospitality industry. OLS hotel portfolio includes a portfolio of 11 full service, limited service as well as independent luxury boutique hotels, located in seven different states. With decades of experiences from which to draw, OLS enjoys a reputation for its ability to profitably manage a wide variety of hospitality related assets.

About Interactive Media Awards

The Interactive Media Awards (IMA) competition is open to individuals and organizations involved in designing, developing, managing, supporting and promoting websites. Nominations are accepted from around the world from web design firms, advertising agencies and corporate marketing departments, as well as individual web designers and graphic artists, among others. Created by the Interactive Media Council, Inc. (IMC), a nonprofit organization of leading web designers, developers, programmers, advertisers and other web-related professionals, the competition is designed to elevate the standards of excellence on the Internet and offer winners a boost in marketing and exposure.

Editorial Contact:

Mariana Mechoso

Hospitality eBusiness Strategies, Inc.

14 E. 60th Street, Suite 400, New York, NY 10028

Phone 212-752-8186

Email: mariana@hospitalityebusiness.com

Web: <http://www.hospitalityebusiness.com>