

For Immediate Release

Contact: Jerry Daly or Chris Daly
(703) 435-6293

Sceptre Hospitality Resources Names Scott Dahl to Lead Business Development

DENVER, Colo., August 5, 2010—Sceptre Hospitality Resources, a leading revenue generation and eCommerce firm specializing in the hospitality industry, today announced that it has appointed Scott Dahl to lead business development. In his new role as vice president of business development, he will be responsible for growing the company's existing revenue streams, as well as identifying and developing new products and services that help hotels capture more top-line revenues through an array of sales, marketing, reservations and revenue management services.

“With more than 25 years of hospitality and sales experience, Scott is an ideal choice to help us expand our business as the economy continues to rebound,” said Bill Linehan, Sceptre's chief marketing officer. “Recently named one of the ‘25 Outstanding Minds in Hotel Sales and Marketing,’ we fully expect Scott to bring new and exciting growth opportunities to the table as we pursue our goal to be the leading provider of eCommerce solutions to the hospitality industry.”

Prior to joining Sceptre, Dahl was president of Intercrew Systems, Inc., a leading supplier of revenue management software and services targeted towards hotels. He has held a variety of positions within the industry, including senior vice president of revenue management for Sunstone Hotels, corporate director of revenue management for Lodgian, Inc., and regional director of revenue management for Interstate Hotels Corporation.

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Dahl received his Bachelor of Science in Hospitality and Tourism Management from the University of Massachusetts at Amherst. In addition, he is vice president of the board of directors for the Boys & Girls Club of the South Coast Area.

About Sceptre Hospitality Resources

Sceptre Hospitality Resources maximizes revenues for hotels and resorts. Today, more than 460 properties rely on Sceptre to provide electronic distribution, reservations connectivity, channel management, site and search engine optimization, revenue management strategies, reservation call centers and direct booking engines. Sceptre also provides interactive marketing programs, including website design, online advertising campaigns, social media solutions and other guest communication systems. Additional information about Sceptre and hospitality industry marketing trends and tools may be found at the company's website: www.esceptre.com.