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PRESS RELEASE

Shamin Hotels Annual Awards Celebration was held on Friday, Feb 26, 2010

Michelle Sarr takes the top honor as recipient of the PC Amin Award

March 10, 2010 (Richmond, Va.) - Shamin Hotels, one of the leading hotel management companies on the East Coast held its annual awards event. "This evening we're here to recognize a few select leaders in the company who have exhibited passion for their business beyond their peers during 2009" said Mark Yardis, vice president of operations in his opening remarks.

The evening celebration and reception was held at the residence of Mr. and Mrs. Jay Shaw. Mr. Shaw is the vice president of development for Shamin Hotels. General Managers, sales leaders and corporate office associates were in attendance along with the executive staff. CEO Mr. Neil Amin and his wife Amishi Amin and company founders Mr. PC and Mrs. Punam Amin were also in attendance at the event.

As the award presentation commenced, Yardis stated, "We were fortunate to have strong loyalty at many hotels which equates to repeat business." In recanting some of the year's successes, he summarized what Shamin Hotels leaders need to do for continued success "Emphasize to your associates the basics of our business, which are to provide clean comfortable rooms, a warm welcome – great service during the stay, along with tasty food & beverage facilities for our valued guests. Be proud of all the Shamin stands for."

As the award ceremony got underway, the first award presented was "The Corporate Associate of the Year Award." Grayson Own, chief financial officer, presented the award to Yvonne Coleman. Owen commented on her attributes all across the year.

The "Outstanding Sales Leader of the Year" award was presented to Vibha Madan, Director of Sales of the Hilton Garden Inn Southpark and the Holiday Inn Petersburg North / Ft. Lee. Lori Darling, vice president of sales and marketing presented the award and stated, "Gone are the days when the phone rang and sales associates consummated the deal. Leaders today must dig deep inside themselves, develop their sales skills, and efficiently work harder and faster than the competitors to find business and close the sale."



Sunnie Amin was on stage to present The “Outstanding Food and Beverage Manger of the Year” award to Himanshu Valhal. Chef Valhal has been employed with Shamin Hotels for over 5 years and has been instrumental in opening our 12 new hotels in the past 18 months. Sunnie Amin, regional director of operations stated, “Himanshu was always willingly to dedicate himself to the task of getting each culinary operation organized in advance of opening, participated in creating menus, assembling the lists of tools and supplies for each hotel we opened and in the weeks during the openings, he again was the first to volunteer to be on site to do whatever it takes in getting the hotel opened successfully. He has been a rock for our collection of hotels in the airport market.”

The evening continued with the regional directors of operations, Sunnie Amin, Suhail Arora and Linda Libertelli taking the stage to present the Outstanding Hotel of the Year Awards. These awards are presented to the hotels that achieve outstanding results in Brand Performance. This past year Shamin Hotels had not only one but six hotels that were rated “outstanding” in brand recognition and QA results. The following general managers were recognized by their respective regional directors for keeping the voice of the brand alive and ensuring the hotel far exceeds quality assurance requirements.

Tammy Barker, General Manger of the Hilton Garden Inn Richmond Airport
Courtney Baxley, General Manager of the Hampton Inn Southpark / Colonial Heights
Kevin Miller, General Manager, Holiday Inn Richmond International Airport
Richard Bowles, General Manger, Holiday Inn Petersburg North / Ft. Lee
Chris Clark, General Manager, Courtyard by Marriott Richmond North / Glen Allen
Michelle Sarr, General Manager of the Hilton Garden Inn Southpark

The evening heated up with an address from Shamin Hotels CEO, Neil Amin. He took the stage to address the group of over 70 managers of Shamin’s 37 hotels. Mr. Amin expressed his gratitude for hard work and dedication of these managers to lead Shamin hotels to growth. Mr. Amin assured the crowd Shamin Hotels was a strong company and despite the challenges the economy has presented recently, “the company is very strong and our mission is to continue the accelerated growth we have had in the recent past”.

After Mr. Amins address, he proceeded to present the “Punam Amin Stewardship Award” he said, “Named after my mother, the Punam Amin award is designed for the General Manager who demonstrates the greatest stewardship of the hotel. The manager who takes the best care of their associates, selecting and training the right people for the right job, so they take care of the hotel and the guests.” Mr. Amin presented the award to Kathy Petersen, general manager of the Fairfield Inn Emporia; Amin stated “Kathy Petersen demonstrated this best in 2009. Kathy consistently balanced her efforts wisely between guest service, housekeeping, maintenance, and expense management getting us terrific results in 2009.”



The microphone was then handed to the evening's host, Jay Shaw, vice president of development to present the "BN Shah Award". Mr. Shaw welcomed everyone to his home and stated, "The BN Shah award named is in honor of my father who partnered with PC to develop Shamin Hotels. We're the SHA in Shamin.

The entrepreneurial spirit of developing the business in the hotel is the benchmark for the award. Taking care of customers, finding new ones, and managing the day to day operations to ensure long term growth and prosperity is key. The BN Shah Award was presented to Nitin Shah for double digit REVPAR index growth he achieved in 2009." Nitin Shah is the General Manager of the Holiday Inn Express Ashland.

The last and the most coveted award in the company is the "PC Amin Award". Neil Amin, CEO returned to present. Amin stated," The next award is named after my dad; our company founder PC Amin. Building the company over several decades, hard work, determination, vision, wisdom, and a big heart are all characteristics we all have come to admire in PC. The PC Amin award is for the General Manager who embodies these attributes consistently". The award was presented to Michelle Sarr, General Manager of the Hilton Garden Inn Southpark. Amin, stated, "Michelle's team gave her incredibly high marks on AOS (associate opinion surveys). We frequently get notes and emails from her staff praising her leadership abilities, and her GSS scores have risen to the Outstanding Level for the Hilton Garden Inn brand during 2009."

The evening came to a close with lots of hugs and congratulatory cheers for the award winners. The honored associates expressed gratitude for recognition of their success on behalf of Shamin Hotels. The winners will proudly display their awards in their respective hotel, and continue to work hard to achieve these great accolades again in 2010.

About Shamin Hotels

Shamin Hotels, based in Richmond, Virginia, is a dynamic, growth-oriented hotel company that owns, operates, and develops commercial business hotels under Hilton, Marriott, InterContinental, and Choice flags. With 4000+ rooms in 37 properties across three states, Shamin Hotels is today recognized as the largest hotel owner and operator in Central Virginia. Deeply rooted in the hospitality industry, Shamin Hotels enjoys a number of advantages that give the company a competitive edge. Its senior management team has more than 100 years of combined experiences. This executive team along with more than 750 associates provides a daily wealth of intuitive input, perspective, and knowledge that helps to create the Shamin Touch. The company also has long-standing relationships with the industry's most highly regarded brands and has consistently been the recipient of awards from its franchisors. Shamin was awarded the multi brand developer of the year in 2003 by president Bush Sr. on behalf of Hilton Corporation. Most recently Shamin was awarded the 2009 America's Developer of the Year award from InterContinental Hotels Group. For more information, call 804-777-9000 or visit www.shaminhotels.com.

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