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 **press release**



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CYTO HELPS HOST HOTELS & RESORTS, INC. WITH EVENT TO STRENGTHEN PARTNER RELATIONS

Columbia, Md. – For the second year in a row, Cyto Communications supported Host Hotels & Resorts, Inc., in the conduct of the company’s “Best In Class™” Awards program for General Managers of Host-owned hotels. The event, this year conducted at the Orlando World Center Marriott during the last week of March, included a business meeting and awards program that is unique in the hospitality industry. Cyto provided multi-media strategic and creative communications services.

Host Hotels & Resorts, Inc., is an S&P 500 and Fortune 500 company that is the largest lodging real estate investment trust and one of the largest owners of luxury and upper upscale hotels. Guided by a disciplined approach to capital allocation and aggressive asset management, the Company partners with premium brands such as Marriott®, Ritz-Carlton®, Westin®, Sheraton®, W®, St. Regis®, The Luxury Collection®, Hyatt®, Fairmont®, Four Seasons®, Hilton® and Swissôtel®* in the operation of properties in over 50 major markets worldwide.

“This is a highly collaborative event,” said Cyto managing partner John Phelan. “This year that meant working with the Universal Studios creative group, several video production companies, a team from Swank Audio Visuals, as well as an incredible team of professionals at the World Center. The communications and asset management groups at Host are the best at what they do and so it has to show at this event,” said Phelan.

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