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Corporate Housing Providers Association Announces 2006 *Tower of Excellence* Award Winners

Newport Beach, CA, February 14, 2006 -- The Corporate Housing Providers Association (CHPA), an international organization representing corporate housing companies around the globe, presented their fifth annual *Tower of Excellence* awards at their annual conference in Newport Beach on February 9, 2006.

The Corporate Housing Providers Association (CHPA) is the only trade association dedicated to the corporate housing industry. As the industry continually evolves, members gain insight and resources on how to stay competitive through their involvement with CHPA. CHPA, as the voice of the corporate housing industry, offers networking, educational and informational opportunities to corporate housing providers around the world. At its annual meeting, CHPA recognized four corporate housing companies and individuals for their outstanding contributions to the industry.

The *Tower of Excellence Company of the Year* honor is awarded to the company that excelled in the furnished housing business, demonstrated outstanding financial results and guest service standards, and has made significant contributions to the furnished apartment industry in the national, regional and local areas. *Shamrock Corporate Housing* received this honor. *Shamrock Corporate Housing* was established in Miami, Florida in 1995 with the construction of *Shamrock's* first location in Kendall (Miami). The opening of this property began a new concept in corporate housing - that of building luxury properties, fully furnished with top-of-the-line amenities - for the primary purpose of corporate housing. *Shamrock's* innovative approach to corporate housing resonates in all that they do. Whether they are building premier new locations, serving their multi-national guests in five languages, or developing the best service staff in the industry, *Shamrock* is taking corporate housing to a new level. For additional information, please visit www.shamrockcorporatehousing.com.

The *Tower of Excellence Most Creative Marketing* recognizes an outstanding marketing program or concept in 2005 that had a measurable impact on corporate housing. *BridgeStreet Worldwide* was honored with this award. Enhancing marketing efforts through the calculated use and offering of relevant technology led to successful brand building and effective customer capture/service throughout 2005 for *BridgeStreet Worldwide*. Their understanding of the critical link between marketing and Internet technology has advanced several of their business goals this year. The development and utilization of the latest technology has led to the enhancement of customer relationships and produced positive financial results. Electronic marketing does not

have to be overwhelming. Realizing that it is the little things that add up, *BridgeStreet Worldwide* took a series of small steps to gain a large, global Internet branding presence. *BridgeStreet Worldwide* made every marketing dollar count in 2005 by channeling marketing initiatives toward clear, targeted online communications and technology innovation. For more information, please visit www.bridgestreet.com.

The *Associate Partner Member of the Year* award recognizes an outstanding associate member company who has shown commitment and excellence in the corporate housing business as a partner to providers and to CHPA. *Corporate Housing Strategies* received this award. *Corporate Housing Strategies* works with providers of all sizes to help them achieve new levels of sales success in the local, regional, and national marketplaces. Training is offered for individuals and teams, both in-person and via telephone. **Elaine Quiroz** established *Corporate Housing Strategies* in 1996 as the industry's first resource for dedicated training and development, as well as consulting work. One of the primary goals for *CHS* training is giving clients an in-depth knowledge of the corporate housing industry. Her clients learn to recognize and develop their own strengths as they learn about the various providers and competitors in their respective marketplace. For more information, please contact Elaine Quiroz at Elaine@CHStrategies.com.

The *Individual Provider Member of the Year* award recognizes an outstanding employee, executive or owner who has demonstrated commitment and excellence within their company and the corporate housing industry as a whole. This award was given to **Lee Curtis** with *BridgeStreet Worldwide*. As President of *BridgeStreet Worldwide*, Lee has been the driving force behind the growth and innovation of their organization. With Lee's fortitude and vision, *BridgeStreet* continues to lead the charge for making corporate housing easy for guests and clients. Lee has been a vital member of the *CHPA* since 1998 providing leadership and insight while serving as a member of the board since 2003. Lee is looking forward to meeting the challenge of newly elected Vice President of the *CHPA* Board. He continues to foster *BridgeStreet Worldwide's* solid volunteer commitment to *CHPA*, which has benefited both *CHPA* and the industry over the years.

The *Volunteer of the Year* award recognizes an outstanding provider or associate member who lends themselves to service in the corporate housing industry and/or *CHPA*. This individual has shown a strong commitment to *CHPA*, performing at their highest level during countless hours of volunteer services. **Marelyn Krueger** with *Instant Furniture Rental* was honored with this award. Marelyn was the 2006 *CHPA* Conference Committee Chair. She took on this role after her board term ended and she chaired the 2005 conference. She has also committed to chairing the 2007 conference. Her long-term commitment, planning and dedication helps establish consistency for *CHPA's* networking industry event and brought *CHPA* the best conference yet.

For more information on the Corporate Housing Providers Association and the corporate housing industry, please contact Tracy Hayes, President of *CHPA* at (512) 837-3028.