

THE WOODLANDS, TEXAS, June 2004 ... Responsible corporate citizenship recognizes the strong interplay between a healthy and vibrant community and the health and well-being of a company and its employees. To this end, Benchmark Hospitality International has formally launched a company-wide community service initiative, called "Hometown Hospitality Caring For Our Communities."

Hometown Hospitality formalizes many active community involvement programs already in place at several of the company's 26 hotels and resorts. It also offers tools for properties not currently engaged to become vital contributors in their home communities.

"Hometown Hospitality Caring For Our Communities is emblematic of our founding principles of Living, Learning and Leisure - a balanced approach to life and work," stated Burt Cabañas, Benchmark's Chairman and CEO. "Strong, civic minded companies can and should walk hand-in-hand with those in their community, leading to a better quality of life for everyone. This 'getting involved and giving back' is more than just about feeling good -- in the end a healthy community makes sound business sense too."

The Hometown Hospitality Caring for Our Communities program enables Benchmark properties to seek leading roles in the communities they call home by supporting social, educational, and cultural programs, either through property-developed initiatives or through partnerships with existing services. Many Benchmark properties are already contributing through involvement with local chapters of the March of Dimes, the American Heart Association and the American Cancer Society, as well as local arts programs.

"We feel so strongly about the importance of Hometown Hospitality that we've added it to our Core Systems Manual," continued Cabañas. "Being an active participant in a community's well-being is what a responsible corporate citizen - and a Benchmark professional - does."

Benchmark Hospitality International, an independent hospitality management company based in The Woodlands (Houston), Texas, operates resorts, conference centers and hotels both domestically and internationally. For locations of Benchmark Hospitality properties and for additional information, visit Benchmark's Website at www.benchmarkhospitality.com.