

## **For Immediate Release**

Contact: Pace Cooper, 901-483-7400  
Terry Hendrix, 901-237-6812

### **Memphis Hotelier Pace Cooper is Named Hotel Owner of the Year by HotelWorld Network**

**Memphis, Tenn. March 6, 2009** – At its annual HotelWorld Expo & Conference held March 3-5, Pace Cooper, president and CEO of Memphis-based Cooper Hotels, received the global Owner of the Year Award from the HotelWorld Network.

The HotelWorld Network encompasses a series of publications, live events, and Web sites that serve the hospitality industry including its flagship publication *Hotel & Motel Management*, *Hotel Design*, *Luxury Hotelier* and *The Hotel Times* magazines. In addition, the HotelWorld Network presents live events such as the International Hotel Investment Forum (IHIF) held in Berlin, the Russia & CIS Hotel Investment Conference, HOTECH Design and HOTECH Operations, HotelWorld Expo & Conference as part of International Hospitality Week, and IHIF Asia Pacific hotel investment conference.

“Mr. Cooper was the clear winner in the ‘Owner of the Year’ category for the HotelWorld Global Hospitality & Design Awards,” said Paul J. Heney, Editorial Director of *Hotel & Motel Management* magazine. “Due to his strategic plans for new hotel development, extensive capital improvements and excellent job performance, Mr. Cooper proved that he is extremely deserving of this award. We congratulate him for his outstanding contribution to the hospitality industry.”

The Owner of the Year Award is based on the owner’s performance metrics including ADR (average daily rate), RevPAR (revenue per available room), hotel occupancy, growth in the last year, monetary contributions to capital improvements and the owner’s personal performance in contributing to the company’s success.

Cooper Hotels focuses on operating Hilton Family of Hotels brand franchises. This is true of company’s portfolio of 20 hotels and its hotels that are currently in development. Having a major Hilton Hotels Corporation headquarters office located in Memphis has also been beneficial to establishing a mutually successful business relationship.

“With 12 open Hilton Family hotels and three under construction, Pace Cooper has been very loyal to the Hilton family and has maintained his presence on the Hilton advisory council for many years,” said Bill Fortier, senior vice president, development-Americas for Hilton Hotels Corporation. “In fact, Pace was the first private owner to have all of our major non-luxury brands. His passion for our industry and commitment to excellence are truly stellar and we applaud his well-earned recognition.”

Mr. Cooper is a third generation leader of his family's hotel company, which was founded in 1962. He operates Cooper Hotels in joint direction with his sister, Laurie Cooper, vice president and general counsel, and his brother, David Cooper, who is executive vice president. Cooper Hotels reports annual revenues in excess of \$115 million, and the company has some 2,000 employees.

**About Cooper Hotels**

Cooper Hotels is a privately owned multi-brand owner/operator of hotels located throughout the eastern half of the U.S. Based in Memphis, Tennessee. Cooper Hotels owns the distinction of being the only company to own all hotels bearing the names of all major franchise brands within the Hilton Family, including Hampton, Homewood Suites by Hilton, Hilton Garden Inn, Doubletree, Hilton and Embassy Suites. For more information on Cooper Hotels visit [www.cooperhotels.com](http://www.cooperhotels.com).

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