



PRESS INFORMATION

THE LEADING HOTELS OF THE WORLD, LTD. ADDS CHARLES MACPHERSON ASSOCIATES INC. TO THE LEADING SERVICES AND PRODUCTS NETWORK

NEW YORK (June 24, 2008) - The Leading Hotels of the World, Ltd. has announced the addition of Charles MacPherson Associates Inc. to the Leading Services and Products Network.

Comprising a global collection of 40 endorsed companies with proven track records in the luxury hotel sector, the Leading Services and Products Network provides custom-designed products and services for the members of The Leading Hotels of the World. Offering added-value benefits, the Leading Services and Products Network is an organized, pre-qualified selection of vendors who can effectively address the specific marketing and business needs of the individual hotels. In taking this inventive approach, The Leading Hotels of the World, Ltd. is helping its members stay competitive in the global marketplace, thus reinforcing its position as a market leader.

The newest member of the Leading Services and Products Network, Toronto-based Charles MacPherson Associates Inc. specializes in training butlers, the development of service standards for butlers and the integration of butler departments into the hotel's existing management structure. Founded in 1996, Charles MacPherson Associates Inc. has the in-house expertise and experience to provide: staff planning; development of job descriptions; training standards and procedures manuals; placement programs; and, advisory and consulting services for concierge departments.

"We are pleased to add Charles MacPherson Associates Inc. to the Leading Services and Products Network," said Kimberly Moffitt Hehir, vice president of strategic planning for The Leading Hotels of the World, Ltd. "The company's commitment to develop and implement custom-designed solutions for the hospitality industry, is exemplary of the quality of services and value provided by member firms to our hotels."

If you would like any information regarding our new members or The Leading Services and Products Network, please contact Ashleigh Bowers via email abowers@lhw.com or via telephone 212.515.5786.

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About The Leading Hotels of the World, Ltd.

The Leading Hotels of the World, Ltd. is the prestigious luxury hospitality organization representing nearly 450 of the world's finest hotels, resorts and spas, and is the operator of www.lhw.com and www.lhwspas.com – the online sources for your luxury lifestyle. As the largest international luxury hotel brand, the firm maintains offices in 26 major markets across the globe.

Since 1928, the company's reputation for excellence derives from the exacting levels of quality it demands of its members, each of which must pass a rigorous, anonymous inspection covering 1,500 separate criteria.

High resolution images and press information on individual member hotels are available for downloading at www.lhw.com/press. For reservations and information, visit www.lhw.com or telephone toll-free from the USA, Canada, Puerto Rico and the US Virgin Islands, (800) 223-6800.

About Charles MacPherson Associates Inc.

Charles MacPherson Associates Inc. is the prestigious supplier of discerning services to the luxury residential and luxury hospitality markets. The company has four lines of business: Advisory & Consulting, Placement, Education and Software.

Founded in 1996, the company has long-term clients worldwide. Our unique ability to translate the lifestyle of our Ultra High Net Worth residential clients into enhanced service level standards for our hospitality clients assists them to increase revenues.

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