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## Richfield Hospitality Launches State-of-the-Art Website

DENVER, July 26 /PRNewswire/ -- Richfield Hospitality, a leading hotel management company and hotel investor, today announced that it has launched a new website, [www.richfield.com](http://www.richfield.com), to better reflect the company and its new identity.

The information-rich site is designed as per Web2.0 and best industry practices and is intended to provide hotel owners, investors, associates, media, people interested in working for Richfield and others with a comprehensive overview of the company, its operating philosophy and a full-range of hotel management and ownership services. The site engages social media with connectivity to RSS Feeds, Facebook, LinkedIn and Twitter. Information is succinctly detailed to allow visitors to get a quick, but thorough understanding of the company's strengths by clearly defining the company's services, defining investment opportunities and listing available positions. The site also includes a blog about the hotel industry that is updated frequently.

The site has a confidential client intranet portal that provides real-time, transparent reporting on hotel operations and immediate communications to hotel owners. Richfield associates also have access to key company information on their intranet site.

"E-commerce has revolutionized the way the hotel industry does business, and we are employing all the Internet-based tools to better inform our constituents," said Bill Linehan, Richfield's chief marketing officer. "The site showcases our management, investment and e-marketing capabilities."

The website was designed by HospitalityeBusiness Strategies (HeBS), a strategic marketing partner and the hospitality industry's leading direct online channel strategy and hotel Internet marketing firm.

### About Richfield Hospitality

Richfield Hospitality, Inc. is a leading hotel management company with a premier track record of maximizing profitability and improving asset values for hotel owners. Richfield and its affiliates offer proven solutions and expertise to approximately 500 hotels and resorts. From hotel operations and property management to electronic distribution and interactive marketing, Richfield achieves superior operating results through its strong commitment to owners, guests and associates. Based in Denver, Richfield is part of City Developments Limited, one of the world's largest real estate, hotel investment and technology conglomerates with a market capitalization exceeding US\$6 billion. Additional information about [Richfield Hospitality](#) may be found at the company's website [www.richfield.com](http://www.richfield.com).

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