



PRESS RELEASE

Contact: Steven Herron
Hyperdisk Marketing, Inc.
Mobile: 1+949-751-8395
Skype: sh_rainmaker
Twitter: twitter.com/hyperdiskmktg
Email: sherron@Hyperdisk.com

Preferred Hotel Group prefers Hyperdisk

Irvine, CA – Hyperdisk Marketing, Inc, a strategic digital marketing and communications firm, is proud to announce that HyperDisk Marketing is now consulting with [Preferred Hotel Group](#) on emarketing implementation, corporate communications and an exciting new push in social media. Hyperdisk will be providing a full suite of digital marketing solutions for all five of its brands, [Preferred Hotels & Resorts](#) (PH), [Preferred Boutique™](#) (PH), [Summit Hotels & Resorts™](#) (XL), [Sterling Hotels™](#) (WR) and [Historic Hotels of America?](#) (HE).

Preferred Hotel Group is a global leader in the hospitality industry, delivering high-performance sales, marketing, and technology solutions to more than 800 independent hotels and resorts in over 75 countries. They are a brand of independently owned luxury hotels and resorts and each provides the highest standards of quality and extraordinary service.

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About Hyperdisk Marketing

Founded in 1993, Hyperdisk Marketing Inc. (hyperdisk.com) is a leader in strategic emarketing and communications services for companies nationwide. Based in Irvine, California, Hyperdisk offers clients a nuanced service strategy focused on driving sales, increasing brand visibility, and improving customer loyalty. In order to help clients maximize their ROI, Hyperdisk emphasizes proactive brand ignition, effective creative design, search engine marketing, and aggressive hybrid marketing techniques. Hyperdisk represents over 150 hotels in 26 states, and is the most awarded agency by Hospitality Sales and Marketing Association International (HSMIA) over the past two years. In addition to hospitality, Hyperdisk represents major corporations in the pharmaceutical, foodservice, financial and real estate industries.

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