

HOSPITALITY INTERNATIONAL, INC.

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P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

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HOSPITALITY INTERNATIONAL, INC. ANNOUNCES NEW CORPORATE WEB SITE

ATLANTA, GA – January 14, 2008 – Hospitality International Inc. announced today the launch of a new and expanded corporate website. The new web site, designed by Milestone Internet Marketing, an industry leader in hospitality website set up and design, has a updated contemporary look with an emphasis on search engine maximization. The new website replaces Hospitality International's former corporate web site, providing online visitors with ease of navigation, uniformity in appearance, accessibility to areas of importance to prospective franchises owners and investors, while at the same time introducing online visitors to the Hospitality International Franchise System.

Enhancements in the new website include:

- Improved Navigation - Web pages work in intuitive and consistent ways, making it easier for visitors to find what they are looking for and know where they are within the web site.
- Improved Look and Feel - Enhanced graphics and the new page layouts provide visitors with an improved user experience.
- Search Engine Friendly - In addition to a sleeker user interface and a more intuitive menu system, making site navigation easier, the web site is more search engine friendly. It was designed from the ground up with search engine maximization in mind

- New Features - New features on the web site include access to more information about every facet of the business. Prospective franchisees have access to a copy of the fee schedule. There is also a newly added press release section and a section for Hospitality International's Corporate Newsletter as well. In addition, there is a photo gallery that did not exist in the old site

Hospitality International Executive Vice President, Amy Foy and Manager of Information Technology, Chris Guimbellot worked closely with Milestone Internet Marketing Inc. to develop and create an effective, high-quality website that would excel on all major search engines and appeal to site visitors.

Hospitality International, Inc. has been offering franchising opportunities for hotel and motel owners and developers since 1982. To date, we offer national franchise opportunities with over 325 hotel and motel properties located in 36 states, including Canada and the Bahamas. For more information please visit our new website at www.hifranchise.com.

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