



For Immediate Release

Contact:
Cathy Planchard, APR
Mindspace
480-941-8497
cathy@mindspace.net

HELMSBRISCOE ACHIEVES SIGNIFICANT COMPANY MILESTONE WITH ADDITION OF 800th ASSOCIATE TO ROSTER

Scottsdale, Ariz.—(December 19, 2006)— HelmsBriscoe, the global leader of independent site selection and RFP services for the expanding meetings business, announced the addition of Las Vegas-based Kelly Corrieri to their expansive list of associates. This addition marks the 800th associate for the company, adding to what is already the industry's largest and most respected network of meeting procurement specialists spanning 31 countries.

Founded in 1992, HelmsBriscoe was formed to address the needs of frustrated meeting planners seeking a more efficient process for site selection and RFP response. The growing network of specialists, volume purchasing power, and proprietary knowledge systems enable a HelmsBriscoe associate to easily evaluate up to three times the number of potential sites than would be assessed by a typical meeting planner for an upcoming event.

"The hotel industry is incredibly dynamic. Pricing options and the conditions of properties can change quickly, but most meeting planners are limited to whatever information they can find on the Internet," said HelmsBriscoe Founder and CEO Roger Helms. "HelmsBriscoe associates have access to more than five years' worth of rate histories for hotels, and the collective, archived personal experiences of 800 specialists booking room nights for all different types of events, both large and small, worldwide."

Meeting Planning Formula Passes the Test of Time

Despite access to online research and shrinking corporate travel budgets, outsourcing meeting procurement continues to be one of the most dominant trends in the travel industry. Meeting planners are seeking higher levels of expertise and buying power to gain the right concessions and insights into the broadest possible set of hotels for consideration. HelmsBriscoe associates offer planners the collective knowledge and purchasing power of an organization that books over \$500 million in room revenue per year.

“We have seen 30 percent compounded growth over the past five years, and we are on track to continue this same type of growth in bookings in 2006,” said Helms. “Clearly, the vision upon which HelmsBriscoe was built—helping meeting planners accelerate inefficient site selection and gain the most competitive pricing possible—continues to ring true today.”

Corrieri Brings Additional Strength, Geographic Expertise

Corrieri is an established hotel veteran, having held significant national sales roles with the Venetian and Harrah’s Entertainment. Her experience will not only expand the company’s local presence in a popular hotspot for meetings, but also add to the company’s collective knowledge of the area. As the largest producer of group programs to Las Vegas, HelmsBriscoe associates worldwide will be able to benefit from her significant knowledge and insights of the Las Vegas market and leverage them for the benefit of their respective clients.

About HelmsBriscoe

HelmsBriscoe is the global leader of independent site selection and RFP services for over 8,000 corporate, association and government clients that plan off-site meetings and conferences. HelmsBriscoe associates accelerate the decision making process for meeting planners by researching hotels and other meeting venues that match their clients’ criteria, negotiating rates and concessions by leveraging its volume purchasing power, and facilitating the contracting process. Founded in 1992, HelmsBriscoe offers the industry’s most respected network of procurement specialists, with 800 associates spanning 31 countries. HelmsBriscoe combines its highly experienced global distribution with proprietary knowledge databases of 36,000 hotels containing more than five years of rate histories, the documented experiences and insights from its associates and clients, and a proprietary electronic RFP tool. For more information, visit www.HelmsBriscoe.com.

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