

ALTAMONT HOTEL MANAGEMENT, INC. ADDS BEST WESTERN DATE TREE TO ITS PORTFOLIO

Indio, CA, September 2003 - Altamont Hotel Management, Inc., based in Castaic, CA, recently expanded its portfolio. Founded in 2002 by Steve Carter, the company operates hotels across the western United States.

Aaron Segal, the new general manager at the property, has over 12 years of hospitality experience with Doubletree Resorts. When asked what he hopes to bring to the Date Tree, Segal stated, "My goal is to get the job done right, keep our employees motivated and continually exceed the expectations of our guests." Segal loves desert living and has devoted himself to sampling every restaurant in the Coachella Valley.

He can be contacted at 760-347-3421 or at aaronsegal@dc.rr.com.

The Best Western Date Tree Management Team looks forward to building relationships and creating a great environment for guests and employees.

For further information on Altamont Hotels, please contact:

Steve Carter

President

Phone: 661-775-4999

Email: scarter@altamonthotels.com