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LOK Group of Companies
5050 Petaluma Hill Road
Santa Rosa, CA 95404
www.thelokgroup.com

CONTACTS CORPORATE:

Holly Michalek-Byck
707-584-8280 x107
hbyck@thelokgroup.com
Cynthia Lok
707-584-8280 x106
clok@thelokgroup.com

The LOK Group of Companies Readies Itself to Expand Its Management Services Group

Santa Rosa, California, January 6, 2009, – LOK Group of Companies, a veteran hotel development and management service company in Sonoma County, located in Northern California in the heart of wine country, is announcing the hiring of Holly Michalek-Byck as head of their Management Services Group as plans move forward for its expansion beyond its Sonoma County roots.

Holly comes to the LOK Group with extensive sales and marketing and hotel operations credentials including Corporate Director of Sales and Marketing for Richfield Hospitality, Inc., Executive Director of Sales and Marketing for Marin Management, Inc., General Manager, Hotel La Rose and Director of Guest Services at the Clarion Hotel Bay View in San Diego to name a few.

“We have talked for many years about pursuing opportunities in the Management Services arena and Holly is a perfect fit for us. She brings an added depth of knowledge, credentials and contacts to our company.” says Kirk Lok, President and CEO of LOK Group of Companies.

Dedicated to the hospitality industry for over 30 years as owners, developers and operators, the LOK Group has earned a reputation for integrity, professionalism and commitment to quality with properties that consistently outperform their competitive set.

“With the current downturn in the economy affecting tour and travel, it will be a “survival of the fittest” situation for some hotels. Our team of professionals will mentor those operators in need of help by teaching them skill sets that will help them with their daily operations” added Mr. Lok

The LOK Group's primary areas of focus will be the limited and focused service sector. "Our services will be tailored to fit the needs of the property; available as a complete management package or structured to address specific components of the operation" says Holly Michalek-Byck. Whether the goal is to improve operating efficiencies, control cash flow, increase market share, reposition E-commerce strategies, identify and alleviate liability exposure or restructure contracts, the LOK Group is committed to quality service to our clients and properties.

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LOK Group of Companies, Inc., is a hotel development and management company and long time Sonoma County business owner since 1977. Our holdings include a Quality Inn in Petaluma and a Holiday Inn Express Hotel & Suites in Sebastopol. We offer 30 years of management and hotel development experience. For more information or to contact us with your questions, visit us at www.thelokgroup.com.