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## **HBA/Hirsch Bedner Associates Ranks #1 Ninth Year in a Row in Interior Design Magazine’s “Giant” Rankings**

SANTA MONICA, CALIF. (December 3, 2007) — HBA/Hirsch Bedner Associates, the world’s leading hospitality design firm, was recently ranked #1 in hospitality design for the ninth year in a row by Interior Design Magazine in its annual industry rankings.

HBA topped the list of “Hospitality Giants” published in the October issue of the magazine with combined hospitality fees of \$47.5 million dollars on 26.7 million square feet of space installation. The company, based in Santa Monica, CA, also was one of only two Southern California firms to be included among the magazine’s top 20.

“It is truly an honor to be recognized by Interior Design Magazine as being the top design firm in the hospitality category,” said Michael Bedner, Chairman and Chief Executive Officer of HBA/Hirsch Bedner Associates. “We are especially pleased to retain the #1 ranking due to the increased competition in our industry and the number of projects that are underway worldwide. Over 88 percent of our business currently comes from international projects, and we expect to see that growth continue in the years ahead,” he added.

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Interior Design Magazine annually ranks the 200 largest design firms, domestic and international, by hospitality design fees for a 12-month period. The hospitality design fees include those attributed to hospitality interior work, all aspects of a firm's hospitality design practice, from strategic planning/programming to design/project management and fees paid to a firm for work performed by employees and independent contractors who are full-time staff.

HBA achieved its #1 ranking operating with a design staff of 415 in 12 offices worldwide. Since the rankings were published, the firm's design staff has grown to over 450. In comparison, in 2006, HBA completed 24.04 million square feet of design space with a staff of only 325. Hospitality fees then were \$42,772,000.

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**About HBA/Hirsch Bedner Associates**

As global leaders in hospitality interior design, HBA/Hirsch Bedner Associates is credited with revolutionizing the design industry. Since it was founded in 1964, the company has continually set design trends, pushing boundaries and injecting fresh ideas in to some of the worlds most prestigious and well-known addresses.

HBA/Hirsch Bedner Associates has successfully completed over 900 projects in 80 countries worldwide. Approximately 70 percent of its business is currently in the Pacific Rim countries, including many of the world's premier hotels such as The Fullerton in Singapore, the Ritz-Carlton Beijing, the St. Regis Hotel in Shanghai and the Park Hotel in Chennai, India.

HBA/Hirsch Bedner Associates prides itself on its unrivalled knowledge of the cultural, financial, geographical and programmatic requirements involved in design projects, and applies that knowledge to all of its projects, ranging from world-class hotels and resorts to individual boutique hotels, spas, casinos, cruise ships and private residences.

HBA employs over 450 design professionals in 12 offices worldwide: Los Angeles, Atlanta, San Francisco, London, Hong Kong, Shanghai, Tokyo, Singapore, Brisbane, Melbourne, New Delhi and Dubai. HBA hinges its achievements on its fundamental values of research and sensitivity to the needs of its markets.

For more information about HBA/Hirsch Bedner Associates, please visit the company's website at [www.hbadesign.com](http://www.hbadesign.com)