



NEWS RELEASE

For Immediate Release

RLJ EXECUTIVE APPOINTED TO SERVE ON THE AMERICAN INTERNATIONAL AUTOMOTIVE DEALERS ASSOCIATION (AIADA) BOARD

Lisa Warner Pickrum will represent Mercedes Benz USA among the international automobile franchises

BETHESDA, MD//NOVEMBER 28, 2011//Lisa W. Pickrum, Executive Vice President and Chief Operating Officer of The RLJ Companies and Executive Vice President of RLJ McLarty Landers Automotive, has been chosen to serve on the American International Automotive Dealers Association (AIADA) Board where she will represent Mercedes Benz USA among the 10,000 international nameplate franchises in the United States.

AIADA is the only national lobbying force in the U.S. dedicated to the economic and political interests of America's international dealer franchises which sell and service some of the most recognizable brands: Acura, Aston Martin, Audi, Bentley, BMW, Ferrari, Honda, Hyundai, Infiniti, Jaguar, Kia, Lamborghini, Land Rover, Lexus, Maserati, Maybach, Mazda, Mercedes, MINI, Mitsubishi, Nissan, Porsche, Rolls Royce, Saab, Scion, Subaru, Suzuki, Toyota, Volkswagen, and Volvo. The association has a strong presence in Detroit and Washington, DC and is an advocate for the industry before Congress, the White House, and federal agencies.

“Lisa, as COO of The RLJ Companies is one of our most talented executives,” said Robert L. Johnson, founder of The RLJ Companies and Chairman of RLJ McLarty Landers. “She is widely respected as one of the top African American female business managers and her experience at the board level of the RLJ McLarty Landers dealership group will give her tremendous insight and knowledge in her role as a member of the AIADA. I am confident she will be valuable member to AIADA and an incredible asset for the Mercedes brand,” Johnson further noted.

“It is an honor to be appointed to serve on the AIADA board and to represent Mercedes Benz, one of the foremost leading automotive brands in the world,” said Pickrum. “I look forward to developing a long term relationship with Mercedes dealers across the country and expanding opportunities in the U.S. and abroad,” she concluded.

“Lisa has been essential in helping to establish the RLJ McLarty Landers brand and industry recognition and I am confident she will bring the same level of leadership to the AIADA board,” said Thomas “Mack” McLarty, vice chairman of the board for RLJ McLarty Landers Automotive Holdings, LLC.

***About The RLJ Companies:** The RLJ Companies, founded by Robert L. Johnson, is an innovative business network that provides strategic investments in a diverse portfolio of companies. Within The RLJ Companies portfolio, Johnson owns or holds interests in businesses operating in hotel real estate investment trust; private equity; financial services; asset management; insurance services; automobile dealerships; sports and entertainment; and video lottery terminal (VLT) gaming. The RLJ Companies is headquartered in Bethesda, MD, with affiliate operations in Charlotte, NC; Little Rock, AR; Los Angeles, CA; San Juan, PR; and Monrovia, Liberia. Prior to founding The RLJ Companies, Johnson was founder and chairman of Black Entertainment Television (BET). For additional information please visit: www.rljcompanies.com.*

About RLJ McLarty Landers Automotive Holdings, LLC** is headquartered in Little Rock, Arkansas and consists of 35 automotive franchises and three Harley-Davidson motorcycle dealerships across the South Central, Southeast, and Midwest regions of the country. RLJ McLarty Landers was ranked 31st on the Automotive News annual list of “Top 125 Dealerships in the U.S.” and ranked number one on the Black Enterprise 100s list and is the largest African American owned automotive franchise in the country. **Media Inquiries: Traci Otey Blunt, 240.744.7858 or press@rljcompanies.com.

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