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FOR IMMEDIATE RELEASE

CROWNE PLAZA LOUISVILLE ANNOUNCES THE APPOINTMENT OF NEW DIRECTOR OF SALES

LOUISVILLE, KY (May 4, 2010) – Crowne Plaza Louisville is pleased to announce the recent appointment of Laura Whitehead to Director of Sales.

A new addition to the Crowne Plaza Louisville team, Ms. Whitehead brings with her more than 23 years of hospitality industry experience. With past sales and marketing management tenure at both the Marriott and Hilton hotel brands in Chicago and throughout the state of Ohio, Laura returns to her native city having most recently led similar sales efforts at The Columbus—A Renaissance Hotel (located in Columbus, Ohio). In her new role at Crowne Plaza Louisville, Ms. Whitehead leads sales outreach efforts and initiatives via a team of eight managers and associated staff.

Ms. Whitehead comes to the Crowne Plaza Louisville on the heels of a recent \$26 million dollar total renovation that was the catalyst in bringing the Crowne Plaza brand to the Louisville market. Ideally situated directly between the main entrances to both Louisville International Airport and the 1.2 million square foot Kentucky Exposition Center, Laura leads a team focused on communicating the hotel's 55,000 square feet of meeting space and capabilities, multiple meeting rooms and exhibit hall, 588 guest rooms and other amenities to regional and national groups and organizations, as well within the local marketplace.

"I am thrilled at the opportunity to return to my hometown and lead such a dynamic sales team at one of Louisville's most important convention hotels," says Ms. Whitehead. "My arrival comes on the heels of an ambitious renovation and rebranding of the hotel, and on the threshold of multiple new projects throughout the Louisville area which will ultimately help to draw more conventions to the city. I couldn't be in a better position, at a better time, with a better team."

"Laura's addition to the Crowne Plaza team, as well as her wealth of knowledge and expertise, is an exciting announcement and opportunity for our hotel," said John Shake, General Manager of Crowne Plaza Louisville. "As one of Louisville's largest convention hotels, Laura joins our team at a time when the city and state continue to enhance key meeting and convention facilities such as Kentucky Exposition Center, Kentucky International Convention Center, and the soon to be completed new downtown arena. It is an exciting time for the city and hotel overall, and Laura's addition only strengthens that enthusiasm. We are glad to have played a part in her return to her 'New' Kentucky Home."

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