

FOR IMMEDIATE RELEASE

March 15, 2010

CONTACT: Allie Stevens
Fry Hammond Barr
(407) 883.8903
AStevens@fhbnet.com

**THE PEABODY HOTEL GROUP WELCOMES NEW GENERAL MANAGER AND
ANNOUNCES COMPANY WIDE PROMOTIONS**

Memphis, Tenn With the anticipation of the Peabody Hotel Group's \$450-million expansion in Orlando, Fla., Marty Belz announces the reorganization of the Peabody Hotels Division including the recent hire of former Peabody Memphis director of rooms, Monte Hansen and the promotions of Gregg Hering, Barb Bowden, Alan Villaverde, Doug Browne and C.E. Zobell.

- Monte Hansen, CRDE, former director of rooms at The Peabody Memphis has re-joined the Peabody Hotel Group and will serve as the new general manager of The Peabody Little Rock, which recently became the first and only Forbes Four Star hotel in the state of Arkansas. Prior to his return to the Peabody family, Hansen served as the general manager of The Greenbrier in White Sulphur Springs, W. Va.
- Gregg Hering, former general manager of The Peabody Little Rock, has been promoted to vice president of sales and marketing for the Peabody Hotel Group. In his new role, Hering will oversee sales and marketing functions for The Peabody Orlando and The Peabody Little Rock with direct responsibility for the expansion at The Peabody Orlando that is scheduled to open this Fall. Following the opening, he will assume sales and marketing oversight responsibilities for The Peabody Memphis in 2011.
- Barbara Bowden has been promoted to general manager of the The Peabody Orlando and will retain her position as the Peabody Hotel Group's corporate director of revenue management. In her new role, Bowden will be responsible for the overall operation of the hotel including business, staff and financial management.
- Alan Villaverde, CHA, has been promoted to managing director of The Peabody Orlando and will retain his position as president of the Peabody Hotels Division of Peabody Hotel Group, overseeing the operations of all three Peabody Hotel properties.

- Douglas Browne, general manager of The Peabody Memphis, has been promoted to vice president of the Peabody Hotel Group. Browne will retain his position as general manager of The Peabody Memphis.
- C.E. Zobell, general counsel of the Peabody Hotel Group, has been promoted to vice president of the Peabody Hotel Group. Zobell will retain his position as general counsel of The Peabody Hotel Group.

We are very pleased to announce these recent management changes within the Peabody Hotel family, stated Marty Belz, president and CEO of the Peabody Hotel Group. The dedication of these individuals to the success of our hotels is reflected in their hard work, their high standards of quality service and their accomplishments.

###

About The Peabody Hotel Group:

Peabody Hotel Group (PHG) is one of the nation's leading hotel management companies, operating as two divisions, the Peabody Hotels division and the Brand Management Division. PHG has captured a position of leadership and respect in the country's hospitality industry. In addition to the renowned Peabody-flagged hotels in Orlando, Memphis, and Little Rock, PHG's Brand Management Division owns and operates a number of award-winning hotels operating as Hilton, Holiday Inn, Crowne Plaza, and Hampton Inn and Hampton Inn & Suites hotels.

PHG is a subsidiary of Belz Enterprises, a highly successful real estate development and management firm, based in Memphis, Tennessee. From its origins as a four-acre business established by Philip Belz in the 1940s, Belz Enterprises now encompasses more than 30-million square feet of real estate in the United States and Puerto Rico.