

CONTACT: MaureenBridget Gonzalez
Director, Public Relations
Tel. 407-345-4521, Fax. 407-363-1505
Maureen.gonzalez@peabodyorlando.com
www.peabodyorlando.com

**TONY ASLANIAN NAMED DIRECTOR OF
SALES & MARKETING FOR THE PEABODY ORLANDO**

ORLANDO, FLA -- SEPTEMBER 10, 2008 -- Tony Aslanian has been named director of sales and marketing for The Peabody Orlando, the landmark, multi award-winning hotel on International Drive. A veteran hotelier, Aslanian's career includes all aspects of the hotel industry, from food and beverage, catering and events, to the upper echelons of the sales and marketing fields for some of the world's most respected hotel flags.

"Tony Aslanian has an impressive track record in hotel sales and marketing with more than 25 years experience with Hilton Hotels Corporation and Marriott International, 13 of those years in New York City," said Alan C. Villaverde, executive vice president, Peabody Hotels, and general manager of The Peabody Orlando.

The Peabody Orlando currently is undergoing a \$450-million expansion with completion projected for November 1, 2010. At that time, the hotel will comprise 1,641 ultra-luxurious guest rooms, 210,000 square feet of state-of-the-art, flexible function/exhibition space, an exotic, grotto pool overlooked by a Napa Valley wine-themed restaurant, an Olympic-style lap pool, children's cascading pool, a 22,000+ square foot spa, a 2,000+ parking garage, and "On-the-Go" eateries. The Peabody Orlando will be among the nation's largest non-gaming hotels.

"We conducted an exhaustive, nationwide search to find the ideal candidate to bring to the table the precise marketing and sales skills needed at this crucial time in our hotel's history. That candidate was right here in our own backyard, at the Hilton in the Walt Disney World® Resort. Tony's experience and expertise in the Orlando meetings and conventions arena, as well as his in-depth knowledge of, and contacts within, our industry nationwide, are as perfect a match for us as can be."

Elements of Aslanian's hospitality background include extensive experience with large trade shows, national, corporate and association accounts in Washington, DC., Chicago and New York. He is a seasoned pre-opening executive, with noteworthy sales and marketing skills. He possesses a shrewd understanding of asset management, ownership, hotel operations, customer and guest service objectives. He was an early adopter and champion of eCommerce marketing and electronic distribution strategies. His reputation in the industry is of sterling integrity, and he is regarded as a brilliant mentor and leader.

A native New Yorker, Aslanian holds a BS degree in Marketing Research, with a minor in Economics from Albany State University, NY. He was appointed by the Governor of New Hampshire to the state's Division of Ports and Harbors Advisory Council, a position he held from 2001 to 2006. He was appointed to the New Hampshire Board of Adjustment and elected to the Town of Greenland Planning Board.

Currently, he serves on the Sales Committee of the Orlando CVB. He is a member of various professional industry organizations such as the Professional Convention Management Association, American Society of Association Executives, Meeting Professionals International, Hospitality Sales & Marketing Association International.

Aslanian lives in South-West Orlando with his wife, Jessica, son, Michael (8) and daughter Catherine (6).

The Peabody Orlando is a *Mobil Travel Guide* Four-Star, AAA Four Diamond property of Peabody Hotels within the portfolio of Peabody Hotel Group, Memphis T.N., and is a member of Preferred Hotels & Resorts.