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THE PEABODY ORLANDO HONORED WITH FIVE ADRIAN AWARDS

Renowned Hotel Recognized for Outstanding Achievements in Travel Industry Marketing

ORLANDO, FL The Peabody Orlando has been awarded five 2009 Adrian Awards by the Hospitality Sales & Marketing Association International (HSMIAI) for outstanding achievements in advertising, public relations and web marketing in the travel industry. The Peabody Orlando collaborated with its advertising agency of record, Fry Hammond Barr, to concept, develop and execute each award winning piece including:

- Silver Award . Magazine or Newspaper . Peabody Hotel Group Corporate Ad+
- Bronze Award . Print Media - Peabody Orlando Ad Series+
- Bronze Award . Direct Mail - MPI Scratch-Off Mailer+
- Bronze Award . Direct Mail . Springtime in the Park Show iTunes Mailer+
- Bronze Award . Direct Mail . Peabody Orlando Holiday Card+

Approximately 1,100 entries were submitted for the 2009 Adrian Awards. A panel of approximately 200 industry experts comprised of marketing professionals and leading members of the travel community, served as judges for the awards. According to HSMIAI, each entry is judged on its own merit and success in achieving its objectives as outlined in the entry's communication statement. HSMIAI is an international organization of sales and marketing professionals representing all segments of hospitality, travel and tourism.

It's very gratifying to receive these awards because they not only represent work that is visually appealing, but pieces that actually drove positive results in achieving our goals,+said Alan Villaverde, CHA, general manager of The Peabody Orlando. Marketing is vital to everyone in our industry right now, but it is especially important that the messages and images that we share are effective as we work toward completing our current expansion.+

The Peabody Orlando is currently in the midst of a \$450-million expansion to be completed in Fall 2010. When completed, the hotel will feature 1,691 luxurious guest rooms including 193 suites, 300,000 total square feet of state-of-the-art, flexible function space, the 22,000 square foot, full-service Peabody Spa & Athletics Club and 13 delectable dining and entertainment options.

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About The Peabody Orlando:

The Peabody Orlando, opened in November 1986, is a staple in the Orlando-area convention and tourism industry and famous for its Peabody Ducks. The hotel has received the prestigious *Forbes Travel Guide* Four Star rating for 21 consecutive years. Located directly across from and adjacent to the Orange County Convention Center and in the heart of the International Drive entertainment district, The Peabody Orlando currently offers 891 guest rooms, 57,000 square feet of flexible meeting space and a wide variety of dining, entertainment and recreation opportunities. Peabody Hotels, comprising The Peabody Orlando, The Peabody Memphis and The Peabody Little Rock (all Forbes Travel Guide Four Star rated hotels) is a division within the portfolio Peabody Hotel Group of Memphis, Tennessee. To learn more, please visit www.peabodyorlando.com, become a fan on Facebook or follow on Twitter.

About Fry Hammond Barr

Fry Hammond Barr, best known for its results oriented communications programs, represents many retail and consumer brands including Bright House Networks, Nemours, Stein Mart, Eola Capital, Florida's Blood Centers, The Peabody Orlando and Moffitt Cancer Center. As a full-service agency with offices in Orlando and Tampa Bay, Fry Hammond Barr offers a wide range of services including advertising, public relations, interactive and marketing communications consulting. The agency was founded in 1957 and currently employs a team of more than 60 professionals. In 2008, the agency's billings were more than \$70 million. For more information, please visit www.fhbnet.com, become a fan on Facebook or follow on Twitter.