

THE UMSTEAD HOTEL AND SPA MAKES ITS DEBUT IN NORTH CAROLINA:

REGION'S PREMIER LUXURY HOTEL RAISES BAR ON GUEST EXPERIENCE

CARY, NC, January 18, 2007 - The Umstead Hotel and Spa, the highly anticipated new hotel that is already raising the bar on luxury in the North Carolina region, has officially opened its doors for business. Located in the heart of Cary, less than 10 minutes from Raleigh Durham International Airport, The Umstead Hotel and Spa is an independently owned, 150-room property residing lakeside on 12 lush acres, adjacent to the Umstead State Park. Introductory rates between January - March 2007 start at \$295 per night, based on double occupancy.

The new hotel is expected to be an economic boon to the region and help attract upscale business. "At long last, the Cary and Raleigh area have a true luxury hotel and spa. For years, we have been losing this upscale business to other markets," said Martin Armes, Director of Communications and Marketing, Greater Raleigh CVB. "A phenomenal facility like the Umstead Hotel and Spa will play a key role in fueling all types of economic activity."

Designed with a Commitment to Highest Service Standards

Selected as a member of The Leading Hotels of the World for its commitment to exceptional service and standards before it had even opened, The Umstead Hotel and Spa was constructed with guest convenience in mind. The hotel elevates the guest experience by offering state-of-the-art amenities side-by-side with the special thoughtful touches of a world-class property, including:

- * a separate elevator used only for bellmen to transport luggage so guests will never have to ride cramped with luggage carts;
- * a micro-chip placed on room-service trays that automatically alerts the private dining department when trays are placed in the hall for collection.

The Umstead Hotel and Spa was designed by two of the top firms in the industry, including architecture by the renowned Three Architects company and interior design by the celebrated Frank Nicholson Incorporated, both of whom are responsible for national luxury properties. The hotel was designed to incorporate the finest elements of nature with artful elegance in a serene setting. Adding to its charm, The Umstead Hotel and Spa boasts an extensive commissioned fine art collection displayed throughout the hotel with an emphasis on showcasing talented local artists.

Rooms Feature the Finest in Hospitality

The new hotel features spacious and luxurious guest rooms with rich, custom furnishings, state-of-the-art amenities and the finest quality beds and linens. The 150 oversized guest rooms average 540 to 570 square-feet and feature lavish amenities including: 42-inch Plasma televisions, pillow-top beds, Rivolta™ Italian linens and signature bath products in all guest rooms. While rich, carmel-hued Anegre wood is used throughout the

property, guest rooms are also dressed in customized, nature-inspired art and flora. Some guestrooms and luxury suites will include balconies that overlook the manicured lawns and lake, with its serene fountain, while other guest rooms and suites will face the hotel's lush gardens.

Adding to the atmosphere of relaxation is an extensive, full-service spa - the 14,000-square-foot Umstead Spa which features 10 treatment rooms including: a spa suite, manicure and pedicure rooms, separate men's and ladies lounges with fireplaces, "meditation" courtyard and more.

The treatment menu includes a variety of massages, facials, body masks, body polishes and exfoliation treatments, hydro-therapy baths and showers, hand and foot treatments, manicures and pedicures. Surrounded by natural beauty, The Umstead Spa has incorporated indigenous, botanical products into signature services in order to create a multi-sensory experience. Offering a balanced lifestyle approach, The Umstead Spa's services are customized and personalized to the guests themselves.

The hotel will also set new standards in dining for the region at its signature restaurant, Herons, named after the eye-catching birds that grace the wetlands surrounding the property. Helmed by acclaimed Executive Chef Phil Evans, Herons will highlight approachable yet stylish contemporary cuisine, a reflection of both Herons setting in the agriculturally rich Triangle area of North Carolina and its location in this stunning new contemporary hotel. Offering an American fare like no other in the region, Herons will feature local, often organic, ingredient-driven cuisine, regional influences and time-honored Southern dishes.

The Umstead Hotel and Spa offers more than 10,200 square-feet of flexible indoor meeting and banquet space as well as a 6,000 square foot outdoor lawn for functions. The latest technology has been employed for conferencing, projection and sound systems as well as wireless Internet access. In addition, all guests will have exclusive privileges at the prestigious Prestonwood Country Club, a neighboring private country club offering 54 holes of golf and home of the SAS Open on the Champions Tour.

To cater to travelers of all interests, The Umstead Hotel and Spa features five signature packages for 2007 including: the Ultimate Romance Package; Herons Dining Package; the Prestonwood Country Club Golf Package; Umstead Spa Package; and the Umstead Wedding Night Package.

For reservations, call toll-free at 1-866-877-4141 or the hotel directly at 919-447-4000. Images available upon request.

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