



P R E S S R E L E A S E

HAMILTON PARK PROMOTION ADDRESSES UP-AND-DOWN ECONOMY

(Florham Park, NJ – February 2009) –In an effort to accommodate the meeting needs of clients in the middle of a sagging economy, Hamilton Park Hotel & Conference Center in Florham Park, NJ is offering a unique and cost-effective way to hold professional meetings in conjunction with Wall Street.

The promotion is carefully designed to match Hamilton Park’s award-winning expertise in meetings with a client’s specific meeting needs -- while maintaining their high level of service and keeping costs down during the current fluctuating economy.

According to Hamilton Park’s Director of Sales & Marketing, Steve Migliara, “we want to assure our clients that we understand the need to hold meetings in this challenging economy and we want to share some of the burden by offering solid pricing structures.”

PLANNING A MEETING IS NOT CHILD’S PLAY

The promotion is carefully designed to help maintain Hamilton Park’s nationally recognized conference expertise while keeping costs low. For newly booked meetings from now until June 30, 2009, Hamilton Park will reduce the cost of a meeting based on the DJIA at the closing bell of the New York Stock Market on the final day of a meeting.

If the Dow closes between 9,000 and 10,000, the cost of the meeting is reduced by 10%.

If the Dow closes between 8,000 and 8,999, the cost of the meeting is reduced by 20%.

If the Dow closes below 7,999, the cost of the meeting is reduced by 30%.

THE UPS AND DOWNS OF PLANNING A MEETING

To kick off the promotion, and to tie in with the “yo-yo economy”, Hamilton Park distributed a packaged yo-yo with instructions on how to use the classic 100+ year-old toy that gained popularity in the 1960s and became a synonymous term for *vacillating*. Details are also included to define restrictions including: “cannot be combined with any other

offer. Available only for new reservations. Meetings must be booked and consumed by June 30, 2009.”

ABOUT HAMILTON PARK HOTEL & CONFERENCE CENTER

Set on 13 acres in New Jersey's historic Morristown area, just 20 minutes from Newark Airport, Hamilton Park Hotel & Conference Center presents a beautiful setting for corporate gatherings, social occasions, weddings and leisure stays. The property features 219 luxurious guest rooms and suites, 40 meeting rooms, indoor and outdoor pools, a fitness center, a range of exquisite dining options and a full-service business center.

For meeting success with No Strings Attached, contact Hamilton Park Hotel & Conference Center at 866.756.1153 or log on to: www.meetathamilton.com

Attached is a pdf of the direct mail creative of the Hamilton Park promotion.

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Hamilton Park Hotel & Conference Center is one of more than 30 independent, upscale hotels, resorts and conference centers by Destination Hotels & Resorts, the fourth largest independent hospitality management company in the country. To protect and preserve the unique communities in which the company operates, Destination launched Destination Earth, an environmental sustainability program in 2008. New for 2009 is the 582-room Terranea Resort situated on the Palos Verdes Peninsula in southern California. The 102-acre ocean front resort will feature a 25,000-square-foot destination spa, three swimming pools, three restaurants and a Todd Eckenrode-designed par three golf course. In addition to Terranea in the greater Los Angeles area, Destination operates properties in key metropolitan areas and resort markets including Washington, D.C., Denver, San Diego, Santa Fe, Aspen, Palm Springs, Houston and Lake Tahoe. Destination is a subsidiary of Los Angeles-based investment, development and management firm Lowe Enterprises. For more information on the properties in the Destination Hotels & Resorts collection, please visit www.destinationhotels.com.