

For Immediate Release

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**JOE MASSAR NAMED DIRECTOR OF SALES AND MARKETING AT  
THE MELROSE HOTEL, DALLAS**

**DALLAS, Texas – (May 24, 2005)** – J. Thomas Baker, general manager at The Melrose Hotel, Dallas, announced today that Joe Massar has been named director of sales and marketing for the property. With more than 16 years experience in the hospitality industry, Massar comes to the Dallas property from a position as director of sales and marketing at the Wyndham Arlington Hotel in Dallas/Ft. Worth.

“Melrose Hotels have earned a reputation as luxury hotels high in customer service and guest satisfaction and as our flagship property, The Melrose Hotel, Dallas helped set the bar,” continued Baker. “Joe’s energy and enthusiasm coupled with his extensive experience will allow the sales and marketing staff to continually raise that bar and enable us to achieve our goals.”

In his position as director of sales and marketing, Massar’s responsibilities will include management and oversight of all sales, marketing and public relations activities. In addition, he will be in charge of guestroom and catering sales, as well as, revenue management and reservations. Massar will evaluate sales and marketing needs and work to implement strategies that will increase not only occupancy but also, overall awareness of the property.

Prior to his time with the Wyndham Arlington, Massar was with the Gaylord Texan Resort and Convention Center in Grapevine, Texas. As director of Mid-Atlantic sales, he was responsible for attracting business out of the Maryland and Washington, D.C. areas, successfully generating over \$2 million in revenue for the property.

Massar also spent seven years in various positions with Hyatt Hotels, including director of sales and marketing at both the Hyatt Regency, Dallas/Ft. Worth and the Hyatt Regency, Greenville. He also served as senior sales manager at the Hyatt Regency in Atlanta. Massar’s career in hospitality began with six years of sales experience with the Marriott Corporation in various properties around the United States.

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Massar holds a bachelor's degree in food and hotel management from the Rochester Institute of Technology.

**About The Melrose Hotel, Dallas**

Built in 1924, The Melrose Hotel, Dallas is an historic landmark that offers 184 luxury guest rooms including 21 suites and a Presidential Suite, each with a dramatic view of the city. Located in the Uptown Oak Lawn and Turtle Creek area, the hotel is five minutes from Love Field Airport, twenty-five minutes from Dallas/Ft. Worth International Airport, three minutes from the Market Center and five minutes from Downtown, the Convention Center as well as the West End and McKinney Avenue entertainment areas.

**About Melrose Hotels:**

Melrose Hotels was established in 2000 with the purchase of the historic Melrose Hotel in Dallas, Texas. The company continues steady growth with several subsequent acquisitions, including The Melrose Hotel, Washington D.C., The Melrose Hotel, New York City and The Westin Columbus in Columbus, Ohio. For more information or to make a reservation, visit [www.melrosehotel.com](http://www.melrosehotel.com).

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