

For Immediate Release

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**RON GEBHARDT NAMED DIRECTOR OF SALES AND MARKETING AT THE
MELROSE HOTEL, DALLAS**

-- Gebhardt Brings Nearly 20 Years Experience to the Historic Dallas Property --

DALLAS, TX – (February 25, 2004) – Barry Caplan, Vice President of Sales for The Melrose Hotel Company, announced today that Ronald M. Gebhardt has been named Director of Sales and Marketing at The Melrose Hotel, Dallas. In this position, Gebhardt will be responsible for overseeing all sales and marketing activities for the hotel, The Landmark Restaurant and The Library Bar.

“Ron’s career has taken him to a variety of unique properties and regions,” said Caplan. “His extensive experience and proven track record of success in managing sales staffs and setting and meeting aggressive sales goals, make Ron an excellent addition to the team.”

Gebhardt brings close to 20 years experience in the hospitality industry. Prior to joining The Melrose Hotel, Gebhardt was the director of sales and marketing at the Chase Park Plaza in St. Louis, a AAA Four Diamond Hotel.

Previously, Gebhardt spent four years in the position of Executive Director of Sales and Marketing with Sedona Resorts, Inc. in Sedona, Arizona. During this time, Gebhardt managed all sales and marketing activities for the Enchantment Resort and Mii amo destination spa in Sedona, Arizona, the Tides Inn in Irvington, Virginia and Cedar Breaks Lodge in Brian Head, Utah, all of which are AAA Four Diamond Hotels. His responsibilities included staff development, group sales, golf course and spa marketing, catering and conference services and marketing, advertising and public relations activities for all four properties.

Gebhardt also has 14 years of progressive sales and marketing management experience in California and Nevada including Maxim’s de Paris Suite Hotel in Palm Springs, the Disneyland Hotel, the Pan Pacific Hotel, Anaheim, the Universal City Hilton & Towers at Universal Studios, and the Riviera Hotel & Casino in Las Vegas.

Gebhardt holds a Bachelor of Science degree in Hotel Administration from the University of Nevada, Las Vegas and a Master of Arts in Organization Management from the University of Phoenix. He is also recognized as a *Certified Hospitality Sales Professional* by the American Hotel & Motel Association.

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. For more information, visit www.melrosehotel.com.

About The Melrose Hotel Company

A subsidiary of Berwind Property Group, Ltd., Philadelphia, The Melrose Hotel Company is an upper upscale hotel management company that was established in 1999 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 Westin Great Southern Hotel in Columbus, OH and most recently, The Melrose Hotel, New York City. For more, visit www.melrosehotel.com.

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