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CAMELBACK INN ANNOUNCES \$45 MILLION RENOVATION

Ten-month project includes new grand lobby and ballroom, BLT Steak restaurant, organic gardens, dramatic approach with water and fire elements

Scottsdale, Arizona, (April 30, 2007) The AAA, Five-Diamond Camelback Inn today celebrates its recent 70th birthday by breaking ground on a \$45 million renovation that will revitalize the main lobby, meeting spaces, and public areas. Plans include opening up the property to its inspiring desert surroundings while preserving its history and the unique Southwestern charm that has made Camelback Inn a perennial favorite among generations of visitors.

The 10-month project will create a more dramatic arrival to the legendary resort, providing a striking first impression to match Camelback Inn's regal charm. A tree-lined passageway incorporating water and fire elements will lead to the hacienda-style grand lobby. The main building will be razed and rebuilt, expanding the facility and re-centering it to take advantage of the picture-perfect views of Camelback Mountain. Soaring ceilings and extensive use of glass throughout will further the dramatic effect. A colorful lobby bar—a high-energy spot for groups large and small—will specialize in tequilas, sangrias, margaritas, and beer.

The hotel's courtyard area will be refashioned to provide a more soothing experience while preserving Camelback Inn's astounding selection of native plants and flowers. Accessed via sliding glass doors off the lobby and main restaurant, the courtyard will include a formalized garden of serenity.

Two new restaurants will showcase sunset views, contemporary décor, outdoor seating among gardens and fireplaces, and a new on-site herb garden. The specialty restaurant will be the Southwest United States' first outpost of the acclaimed BLT restaurant group. Helmed by award-winning chef Laurent Tourondel, BLT Steak will showcase his Modern American Steakhouse concept and signature blend of American flair with French classicism. Additionally, Camelback Inn's main restaurant will offer simple, fresh Southwestern cuisine with Mexican influences. The elegant, casual setting will preserve the spot's rich history through the use of original adobe walls, reclaimed wood floors, beamed ceilings, and stone and copper throughout.

A new grand ballroom will blend style flexibility with the utmost in modern functionality. Measuring 20,000 square feet with 24-foot ceilings, the ballroom will employ such tools as keyless entry and security, full production capabilities, and indoor and outdoor capacities. The space is designed to divide into 14 sections that can accommodate meetings of 20 to 2,000 participants, while an additional 5,000 square feet of foyer space with two registration desks will be equally suitable for large receptions or registrations that incorporate exhibits.

The renovation will also visit Camelback Inn's distinctive casita-style guestrooms, replacing beds, carpets, and televisions and refurbishing the bathrooms. The project is overseen by a diverse team of celebrated professionals, led by internationally recognized firm Hill Glazier Architects—whose experience includes exceptional design at the Montage Resort in Laguna Beach, California; Four Seasons in Kona, Hawaii; and Ritz-Carlton Bachelor Gulch in Vail, Colorado.

Set on 125 acres of Sonoran Desert terrain in affluent Paradise Valley, Camelback Inn embodies the spirit of the Southwest with its peaceful desert setting, private grounds for hiking and meditation and indigenous plant life. The resort features 453 oversized guest rooms and suites, each with a private entrance and garden patio or balcony. The property—which recently received its 31st consecutive AAA Five Diamond Award—also offers 36 holes of championship golf, six tennis courts, three swimming pools and seven restaurants and lounges.

Guests can track the renovation's progress and view plans at the dedicated website, www.thelegendgrows.com.

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