

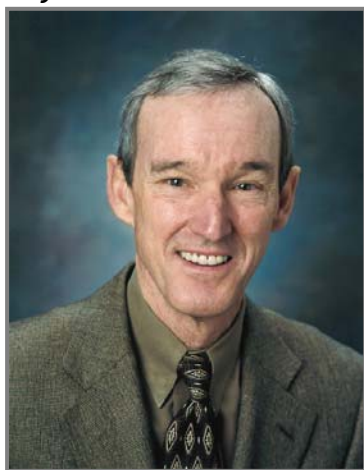


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JW MARRIOTT CAMELBACK INN ANNOUNCES THE HIRES OF JIM ROSE AND SHANE ALLOR TO THE EXECUTIVE TEAM

Luxury Scottsdale Resort Adds to its Roster of Key High-Level Hospitality Executives



(left to right) Jim Rose, general manager; Shane Allor, director of sales & marketing

Scottsdale, AZ (July 9, 2010) – JW Marriott Camelback Inn Resort & Spa announces two new hires to the executive team. Jim Rose has been named as general manager, and Shane Allor has been added as director of sales & marketing.

In his new role as general manager, Rose's duties will include owner relations, developing the hotel's strategic direction, property management, and overseeing all hotel operations. Rose brings over 35 years of experience in business operations, hospitality, and property management from a number of Marriott properties across the country. Rose was named as 'General Manager of the Year' by Marriott International in 2005, during his tenure at the JW Marriott Las Vegas Resort & Spa. Before arriving in Las Vegas, Rose was Marriott's area general manager for the Scottsdale region, overseeing 10 properties, including the Scottsdale Marriott Suites and Mountain Shadows Marriott Resort. He has also served as resident manager at the Maui Marriott and director of marketing for the Los Angeles Airport Marriott and Chicago Marriott O'Hare.

Allor, a 20-year veteran of the hospitality industry, will manage all sales and marketing initiatives for the property and will oversee group business reservations for the property's 45,000 square-feet of event space, including the Grand Ballroom and outdoor meeting venues. Most recently, Allor was the director of sales at the JW Marriott Desert Ridge Resort & Spa in Phoenix, Arizona, where he

was responsible for group sales covering the western U.S. region. Previously, he was the director of sales & marketing at the Marriott's Rancho La Palmas Resort & Spa in Palm Springs, California. "Shane and I are very excited to join the executive team in our new roles at Camelback Inn," said Jim Rose. "This property has such a rich and storied history, and we are thrilled to be a part of it and lead the resort to an even greater level of achievement in the hospitality industry."

About JW Marriott Camelback Inn Resort & Spa

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 34th consecutive AAA Five Diamond Award—also offers 36 holes of championship golf, six tennis courts, a 32,000-square-foot spa, three swimming pools, and seven restaurants and lounges.

www.camelbackinn.com

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high-resolution headshots and property images available upon request