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Marshall Hotels & Resorts, Inc. Adds Four Properties to Management Portfolio

SALISBURY, Md., July 21, 2011—Officials of Marshall Hotels & Resorts, Inc., a leading, Maryland-based hotel management and services company, today announced the addition of four properties to its management portfolio: the 90-room Pocono Inne Town Magnuson Hotel, in Stroudsburg, Pa.; 131-room Sea Esta Motels, spanning Dewey Beach, Del., and Long Neck, Del.; 88-room Four Points by Sheraton Long Island City/Queensboro Bridge in Long Island City, N.Y.; and the 60-room Econo Lodge University Arena, in Charlottesville, Va.

“Although the rebound continues to gain traction, hotels still face numerous challenges, creating significant opportunities for management companies like Marshall that have a strong track record in turn-arounds,” said Mike Marshall, president and CEO. “Many markets across the country still lag behind last year’s forecasts, and we have adapted our revenue management approach appropriately. Marketing efforts are the key to driving same store sales and penetration. People are getting restless and moving on from the notion that the government will fix everything. However, the hotel industry is not quite as agile.”

About the Properties

- Pocono Inne Town Magnuson Hotel—Located at 700 Main Street, in Stroudsburg, Pa., the property is the only hotel in the heart of downtown Stroudsburg and is within walking distance to more than 20 dining options. The hotel features five meeting rooms, capable of hosting up to 350 guests; four onsite restaurant and entertainment options, including a sports pub, Irish pub, casual dining experience, and the Hideaway Lounge; complimentary continental breakfast; and high speed wireless Internet access. “We currently are investigating franchise options,” Marshall noted. “We will oversee a \$2 million renovation program in order to affiliate the hotel with a unique, independent collection.”
- Sea Esta Motels—This four-motel complex is located on the beach in Dewey Beach, Del., and nearby Long Neck, Del. The properties feature two double beds per room; refrigerator; microwave; and daily maid service. “We have been operating hotels on the Maryland/Delaware shore for more than 30 years,” Marshall said. “We will bring our tested revenue management team to the properties and introduce sophisticated information technology to transform Sea Esta Motels into segment leaders in their respective markets.”
- Four Points by Sheraton Long Island City/Queensboro Bridge—Located at 27-05 39th Avenue, in Long Island City, N.Y., near the Statue of Liberty and Museum of Modern Art, the hotel offers panoramic views of the Manhattan skyline. The property features a 24-hour business center, state-of-the-art fitness facility, and dining at Michael’s Café and Bar, serving American cuisine in a casual setting. Guest rooms offer the signature Four Points by Sheraton Four Comfort Bed™; complimentary high speed wireless Internet access; spacious work desk; and 38-inch flat screen high definition television. “We have

a long, successful history in the New York metro area,” Marshall said. “This marks the third property we currently manage in the area, which will allow the hotel to benefit from our economies of scale there.”

- Econo Lodge University Arena—Situated at 400 Emmet Street North in Charlottesville, Va., off I-64, exit 118B (US 29), the hotel is within walking distance of the University of Virginia, University Hospital and John Paul Jones Arena. The property provides complimentary continental breakfast, seasonal pool, exterior corridors, and free high speed wireless Internet access. “We have special expertise working with university-area hotels,” Marshall pointed out. “We have and continue to work with the University of Virginia Foundation and its hotel portfolio. We look forward to building on that relationship.”

About Marshall Hotels & Resorts, Inc.

Salisbury, Md.-based Marshall Hotels & Resorts, Inc. is celebrating 30 years as a hotel operating company. It has special expertise in operating three- and four-star branded hotels and resorts, averaging 100 to 500 rooms, in urban and central business districts, as well as suburban/drive-to and resort locations. In addition, the company has a proven track record managing independent resort and unique urban properties. The company has managed a wide array of leading hotel brands, including Hilton, Starwood, InterContinental Hotel Group, Hyatt, Choice and Wyndham. Additional information about Marshall Management may be found at the company's Web site: www.marshallhotels.com.