



**BENCHMARK
HOSPITALITY**
INTERNATIONAL

News Release

Contact: Ken Ellens
Ken Ellens Communications
201-758-2864 / 201-758-2865-Fax
KenEllens@aol.com

**Benchmark Hospitality Appoints Peter M. Carl
Executive Chef of Naples Bay Resort**

The Woodlands (Houston), Texas, June 3, 2008 ...
Benchmark Hospitality has announced the appointment of Peter M. Carl as executive chef for Naples Bay Resort of Naples, Florida. In his new role, Chef Carl will be responsible for all aspects of the resort's food & beverage programming, including the Olio on Naples Bay restaurant. Roy Young, managing director, made the announcement.

"It is a pleasure to welcome Peter to Naples Bay Resort," said Mr. Young. "He is a highly experienced culinary professional who has worked in major markets and for important properties within the United States and Europe. He brings this expertise to our resort."

Peter Carl was previously the opening sous chef of The Hilton Waikiki Prince Kuhlo Hotel on Oahu in Hawaii. In this role he was responsible for all aspects of kitchen operations and menu planning for the MAC 24/7 restaurant and for the hotel's in-room dining program. While there he also served as task force chef for other properties within the portfolio of the hotel's ownership company, implementing system-wide food & beverage standards.



Prior to this, Chef Carl served as chef de cuisine at the Cucina Rustica and the Dining Room restaurants of the Lodge at Vail in Vail, Colorado. Carl has also served as chef tournant for Chef David Burke at the landmark Plaza Hotel in New York City. He gained extensive experience cooking while working as lead line cook for the Grouse Mountain Grill of Beaver Creek, Colorado, and as line cook at Tra Vigne Restaurant in Helena, California.

Chef Carl engaged in a prestigious apprenticeship under Dal Farra Brothers at their One Michelin Star restaurant, Locanda, in Puos d'Alpago, Italy. He is a graduate of the Culinary Institute of America in Hyde Park, New York, and received a Bachelors degree in English Literature from Centre College in Danville, Kentucky. He has also attended the Istituto Superiore di Gastronomia in Jesi, Italy. Carl developed his appreciation for food while on a study-abroad program in Strasbourg, France, a region rich with culinary traditions and fine restaurants. He and his family are relocating to the Naples area.

About Naples Bay Resort

Naples Bay Resort www.naplesbayresort.com is a Four Star-quality, 193-key destination resort. The property, which opened in February 2008, features an 85-key hotel with 65 suites, 108 spacious resort cottages, and a contemporary gourmet restaurant and bar offering magnificent views of the bay. Thirty townhomes and flats round out the residential mix at the resort. The property provides 3,200 square feet of comprehensive meeting and special event space. Recreationally, Naples Bay features a 97-slip marina, comprehensive fitness facilities with a Pilates Studio, an international tennis center under the direction of Cliff Drysdale, and a masterfully designed, foliage-laden resort pool complex with a meandering lazy river pool, lap pool, children's pool, expansive sundeck and poolside cabanas. Championship golf is available nearby at several well-known golf courses. Adding to the resort experience is a retail promenade located adjacent to the marina. Featured in this space are boutique specialty retail, entertainment and casual dining opportunities. The resort offers The Yacht Club and Captain's Lounge, as well as an amenity-rich residents' club, The Club at Naples Bay Resort, with a specially-designed clubhouse and up to 750 members. The two clubs are exclusive to members. Naples Bay Resort is operated by Benchmark Hospitality International.

Benchmark Hospitality International is a leader in the management and marketing of resorts, conference centers, hotels, and Personal Luxury Hotels™. The privately held company, launched in 1980, is a founding member of the International Association of Conference Centers. Benchmark is a worldwide organization operating over 30 properties representing major metropolitan and resort destinations. Benchmark's international headquarters is located in The Woodlands, Texas, near Houston, with regional offices in New Jersey and Connecticut. International offices are located in Tokyo and Santiago, Chile. For locations of properties and additional information, visit www.benchmarkhospitality.com.

###