



News Release

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Benchmark Hospitality International Opens The Hotel at Naples Bay Resort



Honorable Bill Barnett, mayor of the City of Naples, Cuts Ribbon

The Woodlands (Houston), Texas, February 21, 2008 ... Benchmark Hospitality International opened The Hotel at Naples Bay Resort this morning with a ribbon cutting led by the Honorable Bill Barnett, mayor of the City of Naples, Florida. The resort is located on the waterfront in Naples.

"We are delighted to welcome The Hotel at Naples Bay Resort to Naples' thriving tourism community," said Mayor Barnett. "For decades Naples and Collier County have tempted vacationers seeking a tropical getaway. The entire hospitality industry here works very hard to keep visitors coming back year after year."

Roy Young, Benchmark's managing director at Naples Bay Resort, who also participated in the ribbon cutting, stated, "We are just thrilled to open this remarkable and luxurious hotel at what is sure to become a major destination resort for leisure and business travelers. We are also so pleased to be an active part of this exquisite piece of Florida's gulf coast – Naples."

Famous for its sugar-sand beaches and inviting atmosphere, Naples has been one of the country's most celebrated vacation destinations for decades. The highly anticipated waterfront property is comprised of three low-rise structures that architecturally are reminiscent of an Italian seaside village. A stylish porte-cochere and vaulted lobby, with a magnificent Chihuly-inspired chandelier, greet guests. Accommodations include 85 elegantly appointed, one- and two-bedroom suites that range in size from 900 to 1,700 square feet and offer a gourmet kitchen or wet bar with granite countertops, large balcony, flat-screen television, BOSE entertainment system, wireless Internet service and custom-designed furnishings.

The Hotel at Naples Bay Resort's signature restaurant and bar, Olio on Naples Bay, will offer both indoor and al fresco dining for breakfast, lunch and dinner. Inspired by the passion and popularity of California's wine country, the menu celebrates "foods of the sun" by showcasing heirloom produce and fresh regional ingredients.

The Hotel is part of the 20-acre Naples Bay Resort, which is operated by Benchmark Hospitality International and is a proud member of Preferred Hotels & Resorts. The resort features the Yacht Club, complete with a full-service, 97-slip marina and Captain's Lounge; The Club, a masterfully designed recreation complex with meandering lazy river pool, lap pool, children's pool, cabanas, Bluewater Bar & Grill, Kidz Club, full-service spa, Cliff Drysdale Tennis center with six lighted Har-Tru courts, and an expansive health club; as well as 3300 square feet of event and meeting space; and a retail promenade.

"In developing the hotel, our goal from the very beginning was to blend a destination resort experience with a personalized residential lifestyle," concluded Roy Young. "From the sheer size of our suites to the variety of amenities and services we offer, such as personal grocers to private chef dinners, our guests will truly feel at home -- or may never wish to return home."

Attached Photo L to R:

Jack Antaramian, Antaramian Development Group, the developer; Roy Young, managing director, Naples Bay Resort; Fred Pezeshkan, CEO, Kraft Construction Co., the resort's builder; Honorable Bill Barnett, mayor, City of Naples, Florida.

The Hotel at Naples Bay Resort is operated by Benchmark Hospitality International and is located at the gateway to Old Naples on Fifth Avenue, known for its bevy of fine dining and high-end shopping establishments. Naples is also renowned for its exquisite beaches. The resort provides a complimentary shuttle to a pristine beach nearby and guests have the luxury of ordering a gourmet picnic lunch and beach toys from the front desk. The resort also enjoys a preferred relationship with several championship golf courses nearby. Naples typically ranks either first or second in the National Golf Foundation's "Golf Holes Per Capita" survey.

Introductory rates for The Hotel at Naples Bay Resort begin at \$279 per room, per night, through March 31, 2008. To make a reservation or for more information, call 1-866-605-1199 or visit www.naplesbayresort.com.

Benchmark Hospitality International, an independent hospitality management company based in The Woodlands (Houston), Texas, operates resorts, conference centers, hotels and condominium resorts both domestically and internationally. For locations of Benchmark Hospitality properties and for additional information, visit Benchmark's Website at www.benchmarkhospitality.com.