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T H E U M S T E A D
HOTEL AND SPA

The Umstead Hotel and Spa Receives Coveted 2012 AAA Five Diamond Award

Distinguished luxury hotel lauded for its sophistication, service and style for fifth consecutive year

Cary, N.C. (June 16, 2011) – The Umstead Hotel and Spa is proud to announce it has received the 2012 AAA Five Diamond Award, one of North America’s most respected symbols of excellence in the hospitality industry and the highest honor bestowed by AAA. This marks the fifth consecutive year that The Umstead has been recognized with this honor since its opening in 2007, solidifying the luxury hotel’s rank as a member of the elite group of North American establishments offering upscale facilities, attentive service, creative cuisine and exceptional levels of hospitality.

AAA inspected more than 31,000 hotels for their Diamond Awards distinction, and The Umstead is one of only 124 properties selected as a Five Diamond winner. This prestigious award recognizes superior establishments that reflect the characteristics of the ultimate in luxury and sophistication. In addition to accommodations and physical attributes that are extraordinary in every manner, recipients of the Five Diamond Award consistently provide meticulous service, exceed guest expectations and maintain impeccable standards of excellence.

“We are incredibly honored to receive such a prestigious award for the fifth consecutive year,” said **Jim Beley**, general manager of The Umstead. “We take pride in providing our guests with gracious, kind and friendly service each day, and we strive to ensure they have memorable and unique experiences that are signature to The Umstead.”

The Umstead Hotel and Spa, which has received the AAA Five Diamond Award annually since 2008, is nestled on 12 acres of lakeside grounds and celebrates a passion for artful public spaces. With Southern sophistication and hospitality, the property invites guests to relax completely at the plush Umstead Spa and indulge in the artful, refined American cuisine of **chef de cuisine Steven D. Greene** at its signature restaurant Herons.

To experience The Umstead’s unique and luxurious accommodations, call 866.877.4141 or visit www.theumstead.com.

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The Umstead Hotel and Spa

Nestled lakeside on 12 acres of beautiful grounds in Cary, N.C., The Umstead Hotel and Spa is a calming retreat and luxury destination conceived and constructed to highlight and explore art and nature. Founded on genuine hospitality and Southern sophistication, The Umstead features 150 oversized guest rooms, elegant furnishings and signature amenities. The Umstead welcomes and inspires guests to find comfort, tranquility and indulgence in the meticulously landscaped property and the adjacent Umstead State Park, as well as the plush Umstead Spa and contemporary American cuisine of chef de cuisine Steven D. Greene at its signature restaurant, Herons. Independently owned and operated since opening in 2007, The Umstead Hotel and Spa is North Carolina’s first full-service hotel to receive the coveted AAA Five Diamond Award and is a Forbes Five Star rated property, was named to the *Travel + Leisure* T+L 500 list in 2011 and is a member of Leading Hotels of the World. For reservations and information, call 866.877.4141 or visit www.theumstead.com.

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