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THE UMSTEAD HOTEL AND SPA IS AWARDED A 2010 FORBES TRAVEL GUIDE FIVE STAR RATING:

CARY, NC, November 12, 2009 – The Umstead Hotel and Spa (www.theumstead.com) was honored with a 2010 Forbes Five-Star Award by Forbes Travel Guide, formerly Mobil, in the first awards since the brand transfer from Mobil to Forbes was announced this fall. This list has defined the industry's highest standard for excellence in hospitality for over 50 years. As the originators of the prestigious star rating system, Forbes Travel Guide provides one of the most comprehensive evaluation systems of hotels, restaurants and spas in the world. The Umstead Hotel and Spa's review by Forbes Travel Guide's incognito experts can be found online at www.forbestravelguide.com.

"Our staff is thrilled to have received the Five Star Award for a second year, perceived by our guests as one of the premier awards in the lodging industry," said Jim Beley, General Manager of The Umstead Hotel and Spa. "This award is testament to the commitment of all the ladies and gentlemen that work each day making The Umstead Hotel and Spa a warm and gracious hotel."

Forbes Travel Guide's ratings process is based on more than 750 standardized criteria for hotels, making it the most rigorous and comprehensive in the industry. The process begins with a facility inspection that considers every aspect of the property, including its overall cleanliness, condition and location. To achieve Forbes Travel Guide Five Star status, properties must meet or exceed the bar-setting service standards, which are determined through an unannounced, undercover service evaluation conducted by Forbes Travel Guide's expert inspectors.

The Umstead Hotel and Spa (www.theumstead.com) is nestled against a beautiful three-acre lake, steps away from walking and jogging trails as well as The Umstead State Park. The 150 oversized guest rooms include luxurious furnishings and signature amenities. Adjacent to the hotel, the plush Umstead Spa features the finest treatment rooms, a meditation courtyard and more. The celebrated food and wine program and cuisine of new Executive Chef Scott Crawford are featured in the signature restaurant, Herons, and throughout the hotel. The independently owned and operated Umstead Hotel and Spa is North Carolina's first full service hotel to receive AAA's coveted Five-Diamond Award and is a Mobil Five-Star rated property, a member of Leading Hotels of the World and Leading Spas of the World. For reservations and information, call toll-free at 1-866-877-4141.

About Forbes Travel Guide

Forbes Travel Guide, formerly Mobil Travel Guide, originator of the prestigious Mobil Star ratings and certifications, has provided the most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. In October 2009, Mobil Travel Guide announced a strategic partnership with Forbes Media LLC. This exclusive licensing agreement between two industry leaders with more than 140 years of combined experience transfers the hospitality industry's premier star rating and travel guide brand from ExxonMobil to Forbes. Forbes Travel Guide has a team of expert inspectors who anonymously evaluate properties against rigorous and objective proprietary standards, providing consumers the insight to make better-informed travel and leisure decisions.