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JIM BELEY IS APPOINTED GENERAL MANAGER OF THE UMSTEAD HOTEL AND SPA

CARY, NC, January 28, 2009 – Jim Beley has been appointed General Manager of The Umstead Hotel and Spa (www.theumstead.com), North Carolina's premier AAA Five Diamond and Mobil Five Star-rated hotel property. In his new role, he will manage all day-to-day operations at the 150-room hotel. As one of his first priorities, Beley looks forward to announcing the appointment of a new Executive Chef for Herons by early spring.

"We're thrilled to welcome Jim to our team," said Ann Goodnight, owner and visionary of The Umstead Hotel and Spa. "Jim's leadership values coupled with his impressive background in the luxury hospitality industry will be a huge asset in guiding our staff to further elevate the guest experience at The Umstead."

Beley brings 28 years of experience in hotel and restaurant management to his position, including 17 years spent at AAA Five Diamond rated luxury hotels. He most recently served as General Manager of The Inn at Palmetto Bluff Resort in Bluffton, S.C. where he was responsible for resort operations. Prior to that, Beley spent nine years as the Director of Lodging Operations and Resort General Manager of The American Club and the Inn on Woodlake, sister properties owned by the Kohler Company in Kohler, W.I.

From 1984 to 1996, Beley held various positions in management and food and beverage with the esteemed Ritz Carlton Hotel Company at properties located in Laguna Niguel, C.A., Naples, F.L., Atlanta, G.A. and Boston, M.A. He ended his tenure as General Manager of The Ritz-Carlton in Philadelphia, P.A. from 1991 to 1996.

Beley received his Bachelor of Science degree in Hotel Administration from Florida International University and an Associate Degree of Occupational Science from the prestigious Culinary Institute of America. During his tenure with The Ritz-Carlton Philadelphia in 1992, the Company was recognized with a Malcolm Baldrige National Quality Award for service, an accolade given annually to U.S. organizations that exemplify excellence in innovation and performance.

A native of New York State, Beley now calls Cary home with his wife of 22 years and his four children. He is an active member of the United States Golf Association.

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. State-of-the-art technology enhances the customer experience on all levels. Adjacent to the hotel, the plush Umstead Spa features the finest treatment rooms, a "meditation" courtyard and more. The treatment menu includes a variety of massages, facials, body masks, body polishes and exfoliation treatments, hydro-therapy baths and showers, hand and foot treatments, manicures and pedicures. The Umstead Hotel and Spa is North Carolina's first hotel to receive AAA's coveted "Five Diamond Award" as well as being 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. Images available upon request.