

FOR IMMEDIATE RELEASE:

Leah Goodnight, Director of Marketing

Darah Whyte, Marketing Manager

publicrelations@theumstead.com; (919) 447-4125

The Umstead Hotel and Spa Launches Newly Designed Website

Cary, North Carolina, March 16, 2010 – The Umstead Hotel and Spa and Herons are pleased to announce the launch of our newly designed website. Our partner in the design is TravelCLICK, a proven leader in the hospitality sector. The new website reflects the artful elegance of the property through enhanced photography and better tools to guide our guests through the Umstead experience. Combining the three different sites for the hotel, spa, and Herons restaurant, the new site is a seamless look at the entire range of opportunities at our property – from business to pleasure.

Features of our newly designed website include:

- Large, flash photography on the homepage which sets the tone for the property including references to the art throughout the hotel, the nature surrounding the property and the attention to detail and service that a guest can expect to experience.
- A newly enhanced event calendar highlighting events going on at The Umstead and throughout the local area. Access to the event calendar is easily found on our homepage.
- An interactive map of the area attractions and their proximity to The Umstead.
- Newly designed Meetings & Groups section with expanded information including menus, floorplans and capacities. Full catering menus can now be reviewed 24 hours a day, and Requests for Proposals can be sent at your convenience.
- An expanded photo gallery with large pictures highlighting the beauty of our hotel and spa.

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 Forbes 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.

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