



ANNOUNCEMENT:

1 August 2011

This notice is to formally introduce you to **Ms. Ling Riley** who is Sedona Resorts International's Sales and Marketing Director. She will be assigned to assist the Regent Palms in evaluating the current marketing strategies, and to draft the 2012 Sales and Marketing Plan which will be a major first step toward evolving and improving the Regent Palms performance in the years to come. Ling brings many years of experience with a wide range of international hotel and resort groups and will be invaluable in assisting with strategic planning initiatives and the setting up and execution of tactical action plans.

Additionally, **Mr. John Crawford**, who oversees Sedona's financial services functions, will also be available to help with a variety of financial issues from budgeting 2012 to reviewing operating statements and monitoring related functions. John has a long history within the Caribbean and the Americas supervising over 60 hotels and resorts for InterContinental and is an ideal resource for The Regent Palms.

As with other Sedona Resorts International team members, Ling and John will be available to assist Regent Hotels & Resorts as required; and as you have done with **Deborah Waldvogel** (Sedona's Director of Spa Development and Operations) and **Tim Rowe** (Sedona's Director of Operations) we ask that you welcome them and provide your full co-operation as we address the current and future operations getting ready for what we believe will be a challenging, yet fun and rewarding, task of improving an already fine property for this up-coming Season!

Thank you in advance for your continued support!

George S. Lidicker
Vice Chairman – Americas
Regent Hotels & Resorts

The Regent logo, featuring the word "Regent" in a cursive script font, set against a dark blue background.

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