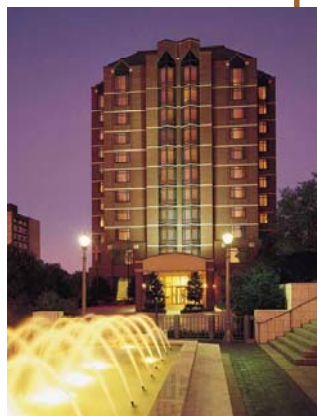




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# Atlanta's hotel midtown Selects Luxe Worldwide Hotels For Exclusive Representation



*Los Angeles, CA (September 9, 2008)* — Luxe Worldwide Hotels ([www.luxehotels.com](http://www.luxehotels.com)), the leading provider of full-service representation services within the international hotel industry, proudly announces its exclusive representation of "**hotel midtown**," an intimate property in the heart of Atlanta and the city's many artistic, cultural and business attractions.

With spectacular city views and thoughtful personal comforts, hotel midtown - an intimate property among sophisticated travelers - is within walking distance to a host of Atlanta's most popular attractions and restaurants.

"hotel midtown's selection of Luxe once again confirms our international reputation for excellence and marketing insight," said Efreem Harkham, President and CEO of Luxe. "This agreement strengthens our position in one of the nation's most dynamic and historic cities, a hub for business and leisure travelers from around the globe. I look forward to many years of fruitful partnership with this beloved property." Said Kim Kleisner, General Manager of hotel midtown: "Luxe is one of the hospitality industry's most acclaimed brands, and I welcome the opportunity to collaborate with this organization and expand our reach among our most valued patrons."

### **About hotel midtown**

Not satisfied with turning the development industry upside down, Dewberry Capital Corporation - one of the South's fastest-growing real estate companies - is turning its attention to hotels. CEO John Dewberry has created the Dewberry Hotel Company.

Dewberry, inspired by the famed British hotelier Rocco Forte, plans to open 10 luxury properties under the Dewberry Hotel flag over the next decade, initially targeting key gateway cities such as Washington, New York, San Francisco and Chicago, as well as high-profile secondary markets like Charleston, South Carolina.

"This is an exhilarating growth period for Dewberry Capital," said Dewberry, who added the redesign and repositioning of hotel midtown is being carefully considered. "Our mission is to be one of the world's leading luxury-based hotel brands."

### **ABOUT LUXE WORLDWIDE HOTELS**

Luxe Worldwide Hotels is a privately held, premier representation company of over 200 independently owned and operated hotels in prominent locations around the globe including world-renowned and award-winning Canyon Ranch Resorts; Establishment Hotel in Sydney, Australia; and Murano Resort Paris.

Luxe Worldwide Hotels provides the ultimate solution for independent hoteliers with a focus on the latest technologies and distribution strategies. Luxe offers full-service GDS representation as well as revenue management, eBusiness and Internet distribution, voice reservations, sales calls, trade shows, and much more. Luxe member hotels also benefit from the latest hospitality industry technology including state-of-the-art booking capabilities which enable individual and corporate bookings with real-time confirmation. Member hotels receive individualized, personalized attention to address their property specific challenges and maximize their profit potential.

The company is headquartered in Los Angeles, California with 13 offices worldwide including New York, London, Paris, Milan, Athens, Buenos Aires, Hong Kong, Tokyo, and Sydney. For more information on Luxe Worldwide Hotels, visit [www.luxehotels.com](http://www.luxehotels.com) or call 1-866-LUXE-411.

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