



PRESS INFORMATION

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LUXE WORLDWIDE HOTELS SELECTS 2009 GENERAL MANAGER OF THE YEAR



Ed Conway, Sedona Rouge Hotel & Spa

Los Angeles, CA (December 2, 2008) — Luxe Worldwide Hotels, a premier representation company whose impressive portfolio includes nearly 250 independently owned and operated hotels in the best locations around the globe, has selected Ed Conway of the Sedona Rouge Hotel & Spa as their 2009 General Manager of the Year. The official announcement was made today by Efreem Harkham, Luxe Worldwide Hotel's CEO & President at the Luxury Travel Expo in Las Vegas.

According to Mr. Harkham, "Ed Conway truly understands every aspect of what it takes to successfully run a luxury hotel. He not only continually strives to provide a level of service and accommodations that are top notch and offers a unique guest experience, but Ed is also dedicated to sharing the many attributes of the Sedona Rouge Hotel & Spa with travel agents, leisure travelers and group planners through his proactive participation with Luxe Worldwide Hotels sales missions. He consistently communicates and shares ideas with Luxe and his hotel team, he is a PR advocate, a mover and shaker and this shows in the positive feedback we receive from his guests and corporate clients and our travel agents and marketing teams."

Of his selection, Mr. Conway who has been with the Sedona Rouge Hotel & Spa since March 2004, through its construction and grand opening in June 2005, said, "I am honored and proud to have been selected among the many fine General Managers in the Luxe Hotels family. My success is due to the fine team I have at the hotel and committed owners who want us to be the best hotel in Sedona. We have enjoyed our long relationship with Luxe Worldwide Hotels and their team who have always been there to help us and open the door for us to meet all the best travel agencies and corporate clients."

Located in one of the world's most beautiful settings, the Sedona Rouge Hotel & Spa encompasses the best of Sedona's magnificent beauty and service extraordinaire. The hotel's Mediterranean design features 77- guest rooms, including suites and spa guest rooms that boast dramatic colors, rich fabrics and sensual Andalusian motifs. Reds Restaurant is a lively American bistro known for modern American cuisine, small plate appetizers and excellent service. Set apart from the hotel, the Spa is elegant, modern and inviting, featuring seven outstanding spa guest rooms, ten spacious treatment rooms, a Spa

Gift Boutique and Tranquility Lounge. The Spa at Sedona Rouge offers an array of phenomenal and enriching spa treatments including lifestyle retreats, spa and romance packages, rest/rejuvenation and beauty spa treatments, yoga, healing meditation and guided hikes in Sedona's Red Rock Country.

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 Urban Resort in Paris, France.

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 or call 1-866-LUXE-411.

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