

PRESS RELEASE

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CHAMINADE RESORT & SPA OF SANTA CRUZ LAUNCHES NEW WEBSITE

SANTA CRUZ, Calif. – October 8, 2008 – Chaminade Resort & Spa, located in Santa Cruz, California, high on a scenic mountain ridge, has announced the launch of its new website, www.chaminade.com. Redesigned to reflect the resort's recent \$15 million renovation, website viewers will be able to book reservations, view photographs of the property and learn more about special events such as, weddings, corporate retreats and team building opportunities, as well as learn about current packages and specials available. Guests may also view seasonal event menus offered by Chaminade's premier restaurants, the Sunset Restaurant and Linwood's Bar & Grill, both overlooking the Monterey Bay and Santa Cruz Mountains.

"The redesign of our website follows a \$15 million renovation where we completely revitalized and upgraded our resort, including 156 guest rooms and suites," says Chaminade General Manager, Norbert Relecker. "Our website was designed to reflect the elegance and coastal inspiration that our guests experience in our park-like setting."

Spanish décor, granite bathrooms, rich fabrics and unique color palettes capture the rich history of Chaminade, as well as reflect the natural beauty of the California coast. From the panoramic views of Monterey Bay and the Santa Cruz Mountains to the renowned quality and personalized service of Benchmark Hospitality International, Chaminade's mission-style resort offers guests, from near and far, a serene, secluded location with more than three miles of hiking trails, a heated outdoor swimming pool, tennis courts, a full fitness center and day spa.

To learn more about Chaminade, visit www.chaminade.com or call 1.800.283.6569.

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About Chaminade Resort & Spa

Chaminade, a AAA four diamond Resort, offers a luxurious destination for executive meetings, special events and getaways. Built high on a bluff, the mission-style luxury resort commands a panoramic view of the Monterey Bay and the Santa Cruz Mountains. Chaminade's superior location offers a sense of peaceful seclusion only minutes from world-renowned golf, beaches and downtown Santa Cruz. The remarkable setting, combined with the renowned quality and personalized service of Benchmark Hospitality International, keeps guests coming back time and time again. At Chaminade, our goal is to exceed the expectations of guests during their stay at one of the finest resorts in the Bay Area. Benchmark Hospitality International manages Chaminade Resort & Spa.

Benchmark Hospitality International is a leader in the management and marketing of resorts, conference centers, hotels, and Personal Luxury Hotels™. The privately held company, launched in 1980, is a founding member of the International Association of Conference Centers. Benchmark is a worldwide organization operating over 30 properties representing major metropolitan and resort destinations. Benchmark's international headquarters is located in The Woodlands, Texas, near Houston, with regional offices in New Jersey and Connecticut. International offices are located in Tokyo and Santiago, Chile. For locations of properties and additional information, visit www.benchmarkhospitality.com.