

BROUGHTON

— H O S P I T A L I T Y —

CHARLIE ROBLES NAMED GM OF BROUGHTON HOSPITALITY'S SPRINGS HOTEL & SPA IN PALM SPRINGS, CA

NEWPORT BEACH, CA, August 18, 2008 – Hospitality veteran, Charlie Robles was recently named General Manager of Newport Beach-based Broughton Hospitality's recently acquired Springs Hotel & Spa in Palm Springs, CA according to company founder and President, Larry Broughton.

With a 15 year background in the hospitality industry, Robles has, for the last three years, been co-owner of Timeout Services, a hospitality consulting business. Prior to that he was GM of Parker Palm Springs Resort & Spa, where he coordinated a \$22 million renovation. Additionally Robles has served as President of Townhouse Development, and General Manager with Joie De Vivre Hospitality.

"We are delighted to welcome Charlie to the BHG team," said Larry Broughton. "With his exceptional background and diverse experience, we believe Charlie is the perfect person to oversee the renovation and re-branding of the Springs Hotel & Spa, as well as running the hotel on a daily basis. We're very excited to have him on board."

Robles' experience also includes a background in sales with Hotel Information Systems, management for Campton Place Kempinski Hotel, three years as project manager and GM for various properties with Kimpton Hotel Group, and three years with Mark Hopkins Intercontinental Hotel in San Francisco.

To access a high-res photo of Charlie Robles, please visit
http://broughtonhospitality.com/BroughtonPress/press_SPR.html

Broughton Hospitality, founded by Larry Broughton in January 2001, has been named among the top 100 hospitality management companies in the USA by industry publications. Larry Broughton was awarded Ernst & Young's prestigious Entrepreneur of the Year award for 2006. A former U.S. Army Green Beret, Broughton was also named "Vetrepreneur of the Year" for 2007 by the National Veteran-Owned Business Association (NaVOBA). BHG owns and operates properties in Santa Monica, Santa Barbara, Solvang, San Simeon, CA and Chicago, Ill. For more information, visit www.broughtonhospitality.com.

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