

BROUGHTON

— H O S P I T A L I T Y —

BROUGHTON HOSPITALITY GROUP PURCHASES THE ORCHID INN IN SAN SIMEON, CA

NEWPORT BEACH, CA, January 7, 2008 – Broughton Hospitality Group (BHG), the Newport Beach-based hospitality management, consulting and development organization, has purchased the 55-room Orchid Inn at San Simeon from Sea Coast LLC. BHG, which has been managing the property for Sea Coast since May, 2007, closed escrow on the deal in late December, 2007

The Orchid Inn at San Simeon is a gracious boutique hotel located on the majestic California Central Coast in San Simeon, CA, minutes from Hearst Castle and Cambria. The hotel is situated on the ocean side of historic Highway One, overlooking the rugged coastline and is a perfect vacation retreat for those sight-seeing nearby or enjoying a scenic drive from Los Angeles to San Francisco.

“We are very excited to add the Orchid Inn to our portfolio of top-notch boutique hotel properties,” said Larry Broughton. “The Inn is a wonderful get-away located on a breathtaking stretch of Highway One. We look forward to offering visitors an outstanding experience in a remarkable part of California.”

BHG plans to renovate and upgrade all of the rooms in the hotel within the next six months, adding flat panel TVs, minibars, new bedding and Molton Brown amenities, along with improving bathrooms. The Orchid Inn will soon be the premier boutique hotel on the Central California Coast.

Broughton Hospitality Group, 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. And a former U.S. Army Green Beret, Broughton was also named “Vetrepreneur of the Year” for 2007 by the Veteran-Owned Business Association. BHG owns and operates properties in Santa Monica, Santa Barbara, Solvang and Lake County, CA. For more information, visit www.broughtonhospitality.com.

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