

BROUGHTON

— H O S P I T A L I T Y —

BROUGHTON HOSPITALITY GROUP OFFERS GREAT VALUE “50/50” SUMMER DEAL AT SPRINGS OF PALM SPRINGS HOTEL & SPA

NEWPORT BEACH, CA, July 21, 2008 – Newport-Beach-based hotel management company, Broughton Hospitality Group, has a great deal for anyone looking for an affordable Palm Springs getaway this summer. With the new “50/50 Package” visitors can stay two nights at The Springs of Palm Springs Hotel & Spa, a romantic, private getaway nestled in the heart of Palm Springs, and enjoy:

- A \$50 gas rebate at check out to help you along the way...
- A 50% discount on any spa treatment during your stay...
- A 50% discount on a round of golf so you can play...
(at the nearby Tahquitz Creek course)

If guests prefer to stay for only one night, they can enjoy the same package with:

- A \$25 gas rebate at check out
- A 25% discount on any spa treatment
- A 25% discount on a round of golf

Rates for this unique package start at \$89 per night. The offer starts immediately and ends September 15th, 2008. Guests can book directly through the hotel’s website, www.thespringsofps.com.

Originally built in 1935, the newly renovated Springs of Palm Springs Hotel & Spa combines old world charm with the best of today's amenities. Cool, spacious rooms feature Mediterranean-style details and are located on two levels, either poolside or overlooking Palm Canyon Drive. Some feature private balconies or private sundeck cabanas, and feature walk-in showers, some with Jacuzzi tubs. The hotel’s spa offers rejuvenating treatments for the body and soul, either individually or in the Springs’ custom couples rooms.

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. BHG owns and operates properties in Santa Monica, Santa Barbara, Solvang and San Simeon, CA as well as Chicago, IL.

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