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**ORLANDO-BASED FRY HAMMOND BARR WINS
PEABODY HOTELS ACCOUNT**

ORLANDO – FLA. -- JUNE 30, 2008 – Following an open, in-depth, three-month review of some thirty major Florida advertising agencies, The Peabody Orlando chose the Orlando-based Fry Hammond Barr as its advertising agency of record, effective immediately. “Both of our organizations have deep roots in Central Florida and our new partnership is a natural fit,” said Pete Barr, Jr., president and CEO of Fry Hammond Barr. “We are excited to have the opportunity to support and continue The Peabody tradition of excellence.”

Since 1986, The Peabody Orlando has been instrumental in establishing Orlando as the nation’s premier venue for the meetings and conventions industry. To help with the selection process, Alan C. Villaverde, executive vice president/operations, Peabody Hotels and general manager of The Peabody Orlando, hired Orlando-based, Philip Schwartz, president of SchwartzCom.com, a well-known and highly-regarded advertising consultant. Following a review of the thirty agencies, six semi-finalists were identified, and then two finalists.

“Ultimately, we chose Fry Hammond Barr because we were so impressed with their creative product, which is always the top priority for us,” said Villaverde. “They also demonstrated their understanding of the complexities and challenges of our industry and the importance of our \$420-million expansion - not only for our hotel - but for Orlando as a whole.”

The Peabody Orlando, a *Mobil Travel Guide* Four Star, AAA Four Diamond, *Wine Spectator* Award of Excellence hotel, is a property of Peabody Hotels within the portfolio of Peabody Hotel Group, Memphis, Tennessee.