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**THE PEABODY ORLANDO SELECTS HyperDisk
DIGITAL MARKETING FOR EXPANDED MEETING SPACE**

ORLANDO, FLA. -- OCTOBER 15, 2009 -- The Peabody Orlando has just announced its selection of HyperDisk, tasked for digital marketing services to promote the hotel's monumental \$450-million expansion. "This expansion is the hottest news in the meetings and conventions industry today," said Tony Aslanian, director of sales and marketing for the landmark property on International Drive, Orlando. "When completed the hotel will be the 15th largest non-gaming hotel in the nation."

The expanded hotel will feature 1,691 exquisite guestrooms; 250,000 sq. ft. of flexible, state-of-the-art function space; 22,000 sq. ft. spa and athletic club; three-acre, free-formed, zero entry pool surrounded by lush tropical landscaping and ultra-luxurious cabanas; Napa Valley wine-themed restaurant, and 13 exciting food and beverage options.

"We are facing the challenge of selling over 400,000 room nights in 2011, said Alan Villaverde, president, Peabody Hotels and general manager of The Peabody Orlando. "To meet this challenge, we searched for - and selected - a company that has the solid expertise and proven success record to generate the exposure and integrated marketing needed to accomplish our room night sales goals. HyperDisk brought us a tactical plan that incorporates social networks that will leverages our websites www.peabodymeetings.com and www.peabodyorlando.com, in one cohesive strategy. HyperDisk's success is well documented and comes with strong recommendations from hotels of similar class and ratings as ours."

HyperDisk, the pre-eminent digital marketing and technology innovator will develop, implement and manage Search Engine Optimization (SEO), Website Optimization (UX), and Social Media Marketing (SMM) to highlight Peabody's visibility to the nation's professional meeting planners, associations, corporations, and leisure travelers. The program, known as the Total Engagement® touches potential customers multiple times throughout the sales funnel and creates 1:1 relationships delivering increased bookings and enhanced revenue streams, especially during low demand periods.

"Peabody management recognizes how vital digital marketing is to deliver the room nights and revenue targets for the vastly expanded property," said Steven V. Seghers, president, HyperDisk. "The program has successfully implemented this strategy with over 250 prominent luxury branded and iconic independent hotels and resorts in 31 states. Our Total Engagement® program is specifically designed to interact with qualified leads and convert them to loyal customers. In addition, our work is carefully customized to meet the specific needs and achieve the goals of each property. We are very excited to execute this work for The Peabody Orlando."

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