

**CONTACT:**                   **MaureenBridget Gonzalez**  
**Carroll Communications Group**  
**Tel. 352-241-0947, Fax. 3520432-3457**  
**e-mail: jackeeng@earthlink.net**  
**[www.peabodyorlando.com](http://www.peabodyorlando.com)**

**A HAT TRICK OF FORBES TRAVEL GUIDE FOUR STAR RATINGS  
FOR ALL THREE PEABODY HOTELS**

**ORLANDO, FLA. – NOVEMBER 12, 2009 --** Alan Villaverde, president, Peabody Hotels, and general manager of The Peabody Orlando, has just announced that all three Peabody properties in Orlando, Memphis and Little Rock, have earned the prestigious Four Star rating bestowed by *Forbes Travel Guide* (formerly the *Mobil Travel Guide*). This is a phenomenal recognition of all three Peabody Hotels' standards of operations and service, and the first time The Peabody Little Rock has earned Four Star status. It is the only *Forbes Travel Guide* Four Star hotel in the state of Arkansas.

The 2010 edition is the first under the *Forbes Travel Guide* banner. "We are thrilled to have our brand join Forbes, and we look forward to a long and successful partnership," said Shane O'Flaherty, president and CEO of the *Forbes Travel Guide*, a position he held at the former *Mobil Travel Guide*."

"Kudos to Gregg Herring, general manager of The Peabody Little Rock and to Doug Browne, general manager of The Peabody Memphis, and to their outstanding, dedicated associates," said Villaverde. "When you consider that the new *Forbes Travel Guide* ratings are based on more than 750 standardized criteria for hotels, the ratings evaluation process is the most rigorous and comprehensive in the industry. The process begins with a facility inspection that considers every aspect of the property, including its overall cleanliness, condition, location and service, from check-in to departure. To achieve *Forbes Travel Guide* Four Star status, properties must meet or exceed the bar-setting service standards which are determined through an un-announced, undercover service evaluation conducted by *Forbes Travel Guide's* expert inspectors."

The Peabody Orlando is one of just two area hotels to have earned such coveted status and has done so for the past 21 years. "There are only 160 *Forbes Travel Guide* Four-Star rated hotels in North America," said Tony Aslanian director of sales and marketing for The Peabody Orlando. "Our continuing success is due to our ongoing, hotel-wide commitment to providing our guests an unprecedented level of service and comfort, a blend of meticulous attention to all aspects of operations, and the extraordinary devotion of Peabody associates to Peabody Service Excellence®. Such a 21-year consistent record of excellence is not lost on the nation's meeting planners who look to *Forbes Travel Guide's* Four Star ratings as a worthy measure of a meetings hotel's ability to provide memorable and flawless meetings."

All the more remarkable is the fact that The Peabody Orlando has retained its Four Star rating throughout the construction of its monumental \$450-million expansion which began a little over a year ago. The Topping Out ceremony atop the 32-story, 750-guestroom tower, took place on Veteran's Day, November 11, 2009. When completed, The Peabody Orlando will feature 1,691 luxurious guest rooms, 250,000 square feet of state-of-the-art, flexible function space, a 23,000 square foot, full-service spa, athletic club and salon, a grotto-style, zero-entry swimming pool overlooked by a Napa Valley wine-themed bar and restaurant, and on-the-go eateries throughout.

Peabody Hotels, comprising The Peabody Orlando, The Peabody Memphis and The Peabody Little Rock is a division within the portfolio Peabody Hotel Group of Memphis, Tennessee.