

Arnold Palmer, Concord Hospitality Tee Up SpringHill Suites Hotel in Latrobe, Pa.

Palmer's the Driver for Hometown Hotel



On the golf course or the construction site, golfing legend Arnold Palmer is always in the driver's seat. Palmer, pictured here, commemorates the groundbreaking on his joint venture with Concord Hospitality; a 109-suite Springhill Suites by Marriott hotel in Palmer's hometown of Latrobe, Pa.

LATROBE, Pa./RALEIGH-DURHAM, N.C., July 19, 2011—Golfing legend Arnold Palmer joined officials from Concord Hospitality Enterprises, one of the nation's top-ranked hotel developer/owner/operators, to commemorate the groundbreaking for the 109-suite SpringHill Suites by Marriott hotel in Palmer's hometown of Latrobe, Pa.

The four-story all suite hotel, to be located near the intersection of Routes 30 and 981, will feature photos and memorabilia from some of Arnold Palmer's most famous moments in golf as well as his time with world leaders. The SpringHill Suites by Marriott, Latrobe PA will also feature murals of some of the most breathtaking courses Palmer has played throughout the decades. Further, as a benefit of a partnership with Arnold Palmer's Latrobe Country Club, hotel guests will have an exclusive opportunity to experience Mr. Palmer's home club.

"Golfers clamor for the opportunity to soak up the Arnold Palmer experience at Latrobe," said Keith H. McGraw a Concord partner and native of nearby Sewickley, Pa. "For many, to

walk the same course, dress in the same locker room and putt the same greens as one of the game's greatest players, is a singular experience. An all-suite hotel that will be designed to incorporate Mr. Palmer's memorabilia and offer golf privileges on 'his' course, will be an irresistible draw for golfers."

The hotel's board room will feature photographs and letters from the eight U.S. presidents that Palmer played golf with over the course of his career, providing a unique meeting venue for area businesses.

"Latrobe is a special place that I've always wanted to share with the world," Palmer said. "I've worked with and lent my name to several other remarkable golf resorts around the country, but this hotel, in my home town, and affiliated with my home course is the most personal for me. It took some time to find a developer and operator that shared my small town values and outlook in terms of guest care and community commitment, but with Concord, I found the right partner."

The hotel project is the latest of many economic and civic contributions that Palmer has made to the community where he was born and has spent much of his life. In addition to the employment provided by the country club and his automobile dealership, he has been closely involved with the local hospital and other health-care facilities in the area and created the Winnie Palmer Nature Reserve, a community park dedicated to his late wife. The major county airport bears his name.

"This is the perfect hospitality storm," said Mark G. Laport, president and CEO of Concord Hospitality. "We have the right partners in the right location developing the right product for a unique market. I am confident that together we can operate a hotel that is worthy of this sports legend."

The smoke-free, “green” hotel will be a LEED certified prototype that was pioneered by Concord in conjunction with Marriott. The bright and inviting lobby, cocktail lounge, and patio with built-in fire-pit will be great venues for casual meetings, socializing or catching up on some work or reliving the day’s best golf shots. Daily complimentary hot breakfast is SpringHill Suites’ way of making sure guests have a good start to their day and The Market offers convenient 24/7 access to food and beverages. The suites will feature a microwave and mini-fridge, pull-out sofa bed, and free high-speed Internet access. The property also will have an indoor swimming pool, fitness room and on-site business services.

Other area attractions include Frank Lloyd Wright’s Fallingwater, Idlewild Park, historic Ligonier and the year-round activities of the Laurel Highlands, including 19 golf courses and the Pittsburgh Steelers training camp at nearby St. Vincent’s College.

About Palmer Hospitality, L.P.

Palmer Hospitality, L.P., is an entity created by Arnold Palmer, the golf professional whose legendary career includes 92 national and international championships, 62 of them on the PGA Tour during his prime playing years. These followed an impressive formative amateur career that peaked with his victory in the 1954 U.S. Amateur Championship. Most prominent among the professional titles were four Masters, two British Opens and the memorable U.S. Open Championship at Cherry Hills in 1960. For nearly a half century, Palmer has been one of the best-known sportsmen and businessmen in the world. For more information, please visit <http://www.arnoldpalmer.com>.

About Concord Hospitality

Concord Hospitality Enterprises Company, an award-winning hotel management and development company based in Raleigh, N.C., manages or has under construction more than 80

hotels, offering more than 10,000 guest rooms in 22 states and two Canadian provinces. The company operates hotels and resorts under such well-known industry elite brands as Marriott, Hilton, Hyatt, Starwood, IHG and Choice Hotels, as well as select independent boutique hotels. Formed in 1985, Concord recently was ranked as one of the top management companies in the nation by independent sources. Concord properties are some of the most awarded hotels in the country, having won a number of top honors for operating and development excellence in the past two years alone, including Marriott's Hotel of the Year and Developer of the Year, and Best Opening of the Year awards. For more information, visit www.concordhotels.com.