

*For Immediate Release*

Contact: Chris Daly, Jerry Daly  
(703) 435-6293

**Arnold Palmer, Concord Hospitality to Build Springhill Suites Hotel in Latrobe, Pa.**

***“Green” Hotel Expected to Open in 2011***

LATROBE, Pa./RALEIGH-DURHAM, N.C., July \_\_, 2010—Officials of a joint venture that includes Palmer Hospitality, L.P, owned by golfing legend Arnold Palmer, Concord Hospitality Enterprises, one of the nation’s top-ranked hotel developer/owner/operators, and Keith H. McGraw, a Sewickley, Pa.-based Concord partner, today announced plans to build a 109-suite Springhill Suites by Marriott hotel in Latrobe, Pa. Located near the intersection of Route 30 and Route 981, the four-story hotel will be directly across from one of the area’s largest employers, Kennametal Inc., and in close proximity to Latrobe Country Club, Palmer’s home course.

“I’ve wanted to build a hotel for some time to complement the country club, working with the right kind of developer and operator,” Palmer said. “I found both with Concord. We share the same philosophy and outlook in terms of guest care and attention to detail.”

Palmer’s remarkable golfing career will inspire the hotel’s design and will showcase a number of his awards and memorabilia. The hotel will be a LEED-certified prototype that was pioneered by Concord in conjunction with Marriott. Construction is expected to begin in December, with the hotel slated to open towards the end of 2011.

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.

“The mid-priced, all-suite concept is ideal for this market,” said Mark G. Laport, president and CEO of Concord Hospitality. “Its spacious suites with separate areas for sleeping, working and relaxing are well-suited for golfers and other leisure guests, as well as for business travelers visiting the area. It also will have strong appeal for social functions held at the country club.”

Other area attractions include St. Vincent College, Winnie Palmer Nature Reserve, Fallingwater, Idlewild Park, historic Ligonier and the year-round activities in the Laurel Highland Mountains.

The smoke-free hotel will feature complimentary daily breakfast buffet, in-suite microwave and mini-fridge, pull-out sofa bed, free high-speed Internet access, swimming pool and whirlpool/spa, fitness room and on-site business services.

#### **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 regular 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-Durham, N.C., manages over 70 hotels with more than 8,000 guest rooms in 15 states and two Canadian providences. The company operates under such well-known industry elite brands as Marriott, Hilton, Hyatt and Choice Hotels, is an approved franchisee for Starwood, and also operates an independent boutique hotel. Formed in 1985, Concord was recently listed as one of the top management companies in the nation by independent sources, and recently won Marriott's elite Partnership Circle award for the sixth time. Concord properties are some of the most awarded hotels in the country, having won nearly 30 honors in the past two years alone, including Marriott's Hotel of the Year and Developer of the Year awards. For more information, visit <http://www.concordhotels.com/>.