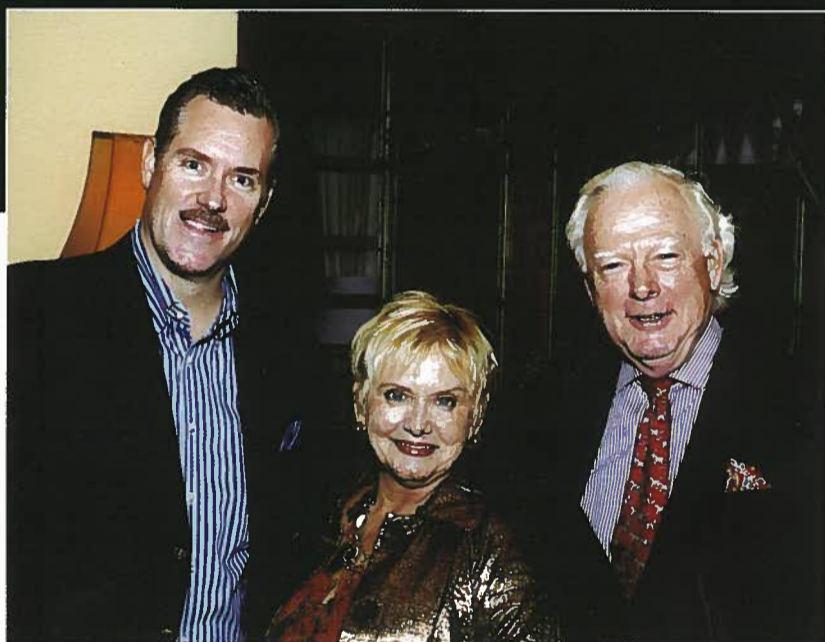
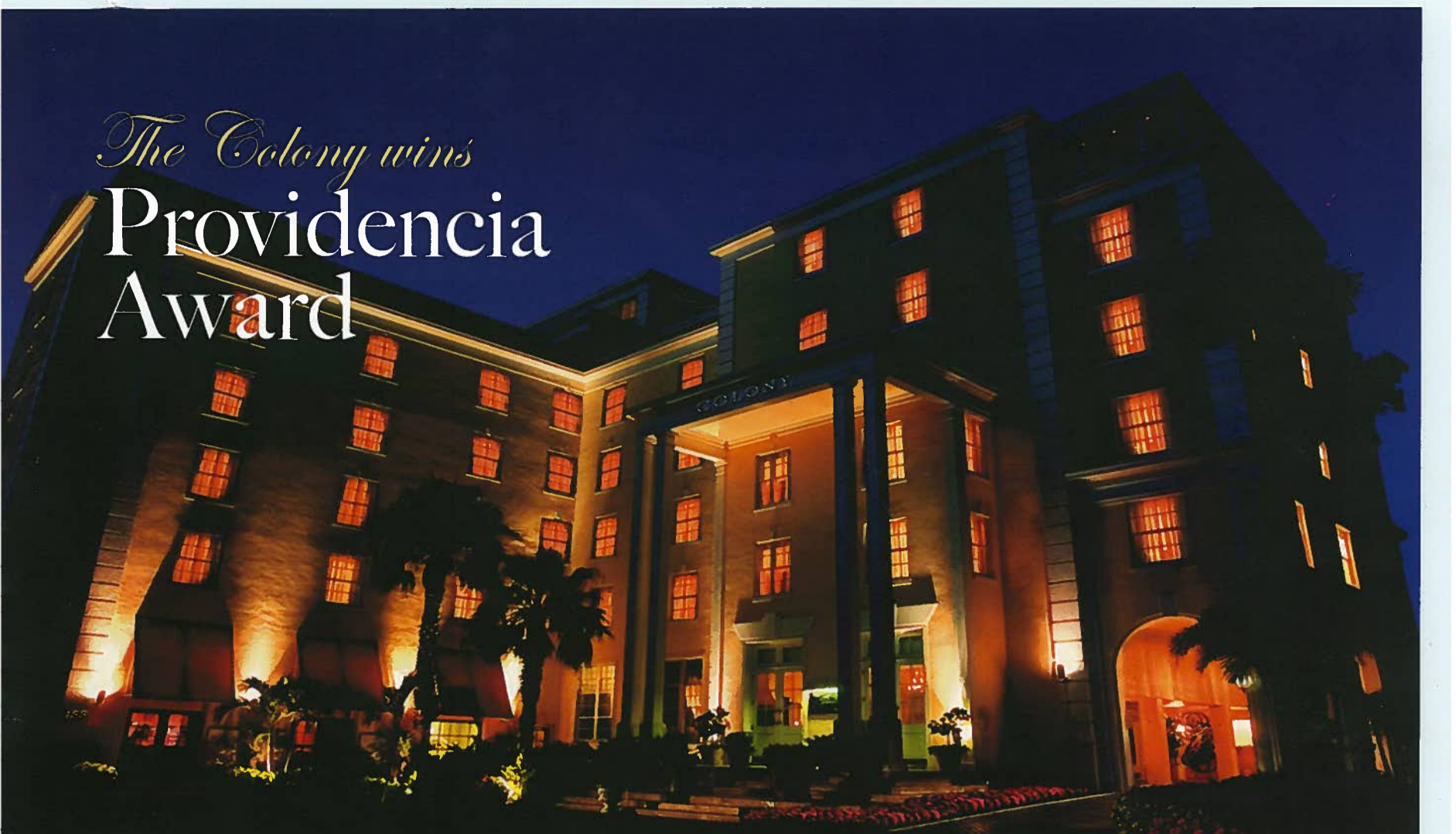


The Colony wins Providencia Award



Entertainment Director Rob Russell, Director of Sales & Marketing Ruth Young and Roger Everingham, VP & General Manager of The Colony



Roger Everingham, Vice President and General Manager of The Colony Hotel, announced that the Palm Beach County Convention & Visitors Bureau (CVB) has named the four-diamond boutique hotel a winner of this year's prestigious Providencia Award.

"The Providencia Award is Palm Beach County's most important symbol of recognition for the local tourism industry that employs more than 50,000 people and adds \$2.8 billion annually to the local economy," said CVB President & CEO Jorge Pesquera. "The award will be presented on November 12 during the public presentation of our annual Marketing Plan."

While the coveted tourism honor has previously been bestowed on local hotel giants like The Breakers, Boca Raton Resort & Club and Ritz-Carlton, this is the first time in the Providencia's 21-year history that it has been awarded to a smaller, boutique hotel.

"Winning the Providencia, to us, is like what winning an Oscar is to Hollywood. I like to think of it as a kind of David and Goliath thing; little hotel wins against some very big competition. Well, there is a

huge amount of creative energy in our small group; we — all of The Colony Team — are greatly honored to be so recognized for our contributions to Palm Beach County Tourism... and we intend to keep it going," said Everingham.

Host to Presidents Bush and Clinton, assorted Windsors and other European royalty, plus movie stars and corporate czars, The Colony Hotel has been the center of Palm Beach society for more than 60 years. An intimate, friendly boutique hotel that recently completed an extensive \$15-million renovation, The Colony has branded itself through music, from the *Great American Songbook* to Motown, generating a steady stream of national and international visitors.

The hotel's **Royal Room** has been hailed by *The Palm Beach Post* as "probably the best place for cabaret on the planet," with a nonstop roster of hot headliners straight from Manhattan's most sophisticated nightspots and Broadway, such as **Debbie Boone, Betty Buckley, Ann Hampton Callaway, Diahann Carroll, The Four Freshmen, Kitty Carlisle Hart, Jack Jones, Lainie Kazan, Lorenzo Lamas, Linda Lavin, Michelle Lee, Marilyn Maye, Marilyn McCoo & Billy Davis Jr., Maureen McGovern, Faith Prince, Keely Smith, Ben Vereen, Mary Wilson** and more. Also, The Colony's **Motown Friday Nights and Saturday Night Cast Parties with Rob Russell** are major attractions for both local fans and tourists.

In 2009, The Colony once again was awarded the prestigious "4-Diamond" rating from AAA. In addition to the Royal Room, the hotel's popular restaurants include **Polo**, which is now Palm Beach's number one steakhouse, offering dining al fresco in the hotel's newly remodeled Palm Court by the pool; and **Café 155**, which is a petit New York-style deli serving delicious breakfasts and lunches prepared in the hotel's award-winning kitchen.

For more information about The Colony, please visit www.thecolonypalmbeach.com.