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Pivot Point Conference Center Opens & Hilton Garden Inn Hotel Under Development in Yuma, Arizona

Schaumburg, Illinois, November 6, 2008 – Hostmark Hospitality Group is pleased to announce the opening of Pivot Point Conference Center in Yuma Arizona. The project also will include a Hilton Garden Inn Hotel (opening spring 2009), currently under construction, two of the eight major components in the Pivot Point area redevelopment plan. The new integrated facilities of the Pivot Point Conference Center (www.pivotpointconferencecenter.com) and adjoining \$30 million, 150-room Hilton Garden Inn Hotel offer 21,500 square feet of meeting space combined. Both properties are being developed by La Jolla, California-based C.W. Clark and are managed by Hostmark Hospitality Group, headquartered in Schaumburg, Illinois.

Tourism generates more than \$450 million annually for the Yuma County economy and brings scores of guests to the area of the Pivot Point development. Yuma and the surrounding vicinity are unique to the Southwest, boasting the Colorado River winding through rugged mountain canyons feeding numerous lakes and channels, as well as the natural beauty of the Sonoran Desert. The City of Yuma, with its warm climate and excellent recreational facilities, welcomes visitors with a 'Commitment to Community.' Building on this commitment, the Pivot Point Conference Center and Hilton Garden Inn Hotel will supply meeting and hospitality facilities to a region booming with expansion, where visitors are received as friends.

At just under 100,000 residents, supplemented by 90,000 additional winter residents and 300,000 visitors a year, the City of Yuma is one of the fastest-growing and most livable metropolitan areas in the country, a claim supported by several recent rankings. The annual Milken Institute *Best Performing Cities Report* released in September 2008 ranked Yuma 13th on a list of 124 small cities for job growth and economic performance. In addition, Forbes.com named Yuma one of the *Top 10 Up-and-Coming Tech Cities in the U.S* in 2008.

Poised to serve travelers and residents alike, the Pivot Point Conference Center and Hilton Garden Inn Hotel represent the largest meeting space in the Yuma area, offering large individual or combinable rooms with fully integrated state-of-the-art audiovisual equipment. Boardrooms plus generous pre-function and outdoor areas complete the flexible meeting space available to accommodate any size group. The hotel and conference center project is expected to be a vital turning point for redevelopment of the Yuma Crossing Heritage Area, the city's birthplace along the Colorado River, and will provide easy pedestrian access to all public and private elements of the newly opened \$4 million Gateway Park. The plan for the Heritage Area includes efforts to preserve and emulate local history; building on this concept, the Pivot Point Conference Center décor incorporates the deep reds, vibrant oranges and rich greens of the desert southwest, accented with antique chandeliers and sconces. Stunning murals created for the conference center by local artist and

Yuma City Historian Tina Clark showcase ‘Old Yuma’ with scenes from the 1800s, bidding guests to recall Yuma’s historic past.

The adjoining Hilton Garden Inn Hotel will offer upscale, yet comfortable, accommodations for post-meeting respite, including a location that encourages guests to ‘Wake up on the Colorado River.’ Echoing the effort to reflect local history, the Hilton Garden Inn building, which is completely new, resembles that of the original riverfront hotel located on Madison Avenue, the old route for the Southern Pacific Railroad that was built across Arizona in the late 1800s. In addition to the many Yuma attractions close by, the hotel will have the only ice bar within several hundred miles, replete with unique Southwest-themed cocktail choices, plus an alluring fire and water patio area and inviting outdoor pool.

The Yuma Crossing Heritage Area organization is developing the Pivot Point Interpretive Plaza next to the Hilton Garden Inn. Historical elements expected to attract visitors include a 1907 Baldwin locomotive on display, as well as an observation deck and laser light show where the railroad once crossed the Colorado River at Pivot Point. Along with taking advantage of the area’s beautiful recreational facilities and year-round pleasant climate, guests of the Pivot Point Conference Center and Hilton Garden Inn Hotel will be able to walk or bike to enjoy nearby downtown Yuma, tour the local restored wetlands and visit desert sites featuring the ancient culture of the American Southwest.

The Pivot Point Conference Center and Hilton Garden Inn provide meeting planners with an exciting and versatile new gathering space less than four hours from several major metropolitan areas, and they have already attracted the attention of local and area wide groups. Plans for the conference center’s first month include large meetings of The Arizona Planning Association, Gowan Corporation, the Quechan Tribe and the Yuma Visitor’s Bureau. For meeting, convention, event and hotel information, contact:

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Hostmark Hospitality Group (www.hostmark.com) is a leading hospitality management firm operating upscale full-service hotels, resorts, focused service hotels and restaurants worldwide. Headquartered in Schaumburg, IL, with Development Offices in Boulder, CO, and Cairo, Egypt, Hostmark Hospitality Group is an award winning operator of Marriott, Hilton, Intercontinental Hotels Group, Starwood and Wyndham Hotels. Under consistent leadership spanning more than four decades, Hostmark Hospitality Group has launched its own boutique concept Amalfi (www.amalfihotelchicago.com), as well as other luxury independent hotels and resorts. Hostmark Hospitality Group has a proven long-standing reputation for performance-driven results through superior operating and asset management.

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