



FOR IMMEDIATE RELEASE
August 14, 2012

RORY MCILROY WINS PGA CHAMPIONSHIP; FUTURE VISITORS WIN DISCOUNT

Charlestowne Hotels celebrates McIlroy's 13-under par feat with a 13 percent discount for Charleston hotels

CHARLESTON, SC – Rory McIlroy's 13-under par at the PGA Championship – played at Kiawah Island's famed Ocean Course – set a new PGA Championship record for margin of victory set by Jack Nicklaus in 1980 by eight shots.

As a result of this momentous occasion, Charlestowne Hotels will match McIlroy's winning score with a 13 percent discount for future guests whom are inspired to visit the area after watching four days of coverage on CBS. From Historic Charleston to the beaches of Isle of Palms, participating properties include Andrew Pinckney Inn, Best Western Sweetgrass Inn, The Elliott House Inn, French Quarter Inn, HarbourView Inn, Holiday Inn Express Charleston, Holiday Inn Express & Suites Mount Pleasant, The Inn at Middleton Place, King Charles Inn, North Charleston Inn, The Palms Hotel, Shem Creek Inn, and The Society House.

“For Rory McIlroy to win the PGA Championship and break a 32 year-old record while playing the Ocean Course makes the feat that much more special; we just wanted to join in on the celebration,” says Michael Tall, President & Chief Operating Officer of Charlestowne Hotels.

Reservations that use the 13 percent discount must be made online by using promotional code **RORY** on the following Charleston hotels' websites:

AndrewPinckneyInn.com
ElliottHouseInn.com
FQICharleston.com
HarbourviewCharleston.com
HIExpressCharleston.com*
HIEMountPleasant.com*
TheInnatMiddletonPlace.com
KingCharlesInn.com
NorthCharlestonInn.com
PalmsCharleston.com
TheSocietyHouse.com
ShemCreekInn.com
TheSweetgrassInn.com

The 13 percent discount is valid for stays between August 14, 2012 and December 19, 2012. This offer is not applicable to groups or previously booked reservations.*Must use Corporate ID number 100280027 to reserve special discount.

####

ABOUT CHARLESTOWNE HOTELS, INC.

Charlestowne Hotels, Inc. is a full-service hospitality management company offering innovative, yet proven, expertise in hotel development, operational controls, marketing and revenue management, and financial reporting. Founded in 1980 by Chief Executive Officer Everett L. Smith, Jr., Charlestowne Hotels has become one of the most successful firms in the hospitality industry, and one of the largest hotel management companies in the Southeast.

The company currently works with 32 properties which include the Andrew Pinckney Inn, Best Western King Charles Inn, Best Western Sweetgrass Inn, French Quarter Inn, The Elliott House Inn, The Society House, The HarbourView Inn, The Inn at Middleton Place, Holiday Inn Express Charleston, Holiday Inn Express and Suites Mt. Pleasant, North Charleston Inn, Shem Creek Inn, and the Sleep Inn – all of which are located in the Charleston, SC area; The Palms Hotel – Isle of Palms, SC; Surfside Beach Resort – Surfside Beach, SC; The Oceanfront Litchfield Inn – Pawleys Island, SC; Springmaid Beach Resort – Myrtle Beach, SC; Lookaway Inn and Rosemary Inn Bed & Breakfast – North Augusta, SC; Sea Trail Golf Resort & Convention Center – Sunset Beach, NC; Planters Inn at Reynolds Square – Savannah, GA; Glenstone Lodge – Gatlinburg, TN; Runaway Beach Club – Kissimmee, Florida; Cheeca Lodge & Spa – Islamorada, Florida; Rustic Inn Creekside Resort & Spa and Best Western The Lodge at Jackson Hole – Jackson, WY and currently under development, The Blackburn Inn and Spa, Staunton, VA.

For more information please visit www.CharlestowneHotels.com

Media Contact: Wesley Bloomfield

wbloomfield@charlestownehotels.com or 843.972.1427