



FOR IMMEDIATE RELEASE
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**CHARLESTOWNE HOTELS NAMES NEW REGIONAL DIRECTOR OF SALES
Jennifer Reese to oversee sales for Myrtle Beach area hotels**

MYRTLE BEACH, SC – Charlestowne Hotels, Inc. today announced Jennifer Reese as the new Regional Director of Sales for the Myrtle Beach area.

Reese’s 15 years of experience in operational management and sales and marketing made her the ideal candidate for the Regional Director of Sales position. She has assumed various roles in the hospitality industry ranging from well-known branded hotels to independent AAA Four-Diamond properties.

Prior to joining Charlestowne Hotels, Reese previously held the position as Director of Sales and Marketing for Holiday Inn Surfside Beach, SC, where she was responsible for all aspects of sales and marketing for the 133 room full service oceanfront property.

Before moving to South Carolina, Reese worked for Shaner Hotels, based out of State College, PA, as a Sales Manager for a group of properties including Holiday Inn Express, Hampton Inn & Suites, Marriott Springhill Suites and Marriott Fairfield Inn & Suites.

Although Reese has broad experience in branded properties, her knowledge in luxury hotels stems from her role as Reservation Sales Manager for the Biltmore Estate in Ashville, NC. There, she was responsible for transient sales in all areas of the estate including the Mobile Four-Star and AAA Four-Diamond Inn and Cottage on Biltmore Estate.

“Jennifer brings a wealth of knowledge and a very distinguished background. We are excited to have her representing Charlestowne Hotels and working with our properties along the Grand Strand.” said Michael Tall, President and COO for Charlestowne Hotels.

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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

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