



ELEGANT HOTELS

BARBADOS

elegance with a twist

Elegant Hotels Group Taps Middleton & Gendron Inc.

NEW YORK – January 20, 2010 – [Elegant Hotels Group](#), owner and operator of five of the finest hotels and resorts on Barbados, has appointed award-winning brand communications agency [Middleton & Gendron, Inc.](#) as its U.S. PR agency of record. M&G will work in concert with London-based The Brighter Group, which will spearhead U.K. communications for the hotel company, with sales and marketing operations located in Fort Lauderdale, Florida.

Sylvia Scholey, vice president of sales, marketing and ecommerce for Elegant Hotels, commented, “We’ve got an extraordinary product, and we’re passionate about building the Elegant Hotels brand here in the North America market in 2010. We’re so pleased to have engaged an agency with such long-term experience in travel and hospitality and a successful track record of building brands.”

Yvonne Middleton, chairman of Middleton & Gendron, added, “Barbados is such a remarkable island. With new air service from key U.S. markets, including new service via JetBlue from New York, and US Airways from Philadelphia, along with Air Canada and West Jet service from key Canadian origin cities, we know the time is right to grow the volume of U.S. and Canada visitors to Elegant Hotels superb portfolio of hotels.”

Set on the most desirable beaches on the west and south coasts of Barbados, each Elegant Hotels property features unique attributes and a distinctive personality. Together, they offer experiences to suit every taste, from classic to contemporary, family-friendly to adults-only, and traditional to all-inclusive. The hotels share a commitment to superb service and fine culinary experiences, and provide the ultimate beach and water sports environment for their guests, including the Elegant “Beach Ambassadors,” program. They offer upscale accommodations that remain welcoming and unpretentious, or “elegance with a twist,” – a casual elegance that embodies the best of Barbados. Elegant

Hotels include The House, Colony Club Hotel and Tamarind Cove Hotel, as well as the all-inclusive Crystal Cove Hotel and Turtle Beach Resort. The group also represents the acclaimed Daphne's restaurant on Barbados' west coast – the sister to Daphne's restaurant in London. For reservations and further information, call 888-996-9947, or visit online at www.eleganthotels.com.

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ABOUT MIDDLETON & GENDRON

Middleton & Gendron was founded in 1978. Promoting top-tier hospitality, tourism, and real estate as well as retail and media products and services, the company has built a sterling reputation as an industry leader and its prestigious roster of clients has included some of the world's most influential brands. M&G is headquartered in New York at 1065 Avenue of the Americas, New York, NY 10018, and also has offices in Southern California. For more information, visit Middleton & Gendron online at www.mg-pr.com, or call 212.980.9060.

ABOUT ELEGANT HOTELS GROUP

Elegant Hotels Group owns and operates five of the finest hotels and resorts on the Caribbean Island of Barbados. Set on the most desirable of the island's legendary beaches on the west and south coasts, each hotel features unique attributes and a distinctive personality. Together, they offer styles to suit every taste, from classic to contemporary, family-friendly to adults-only, and traditional to all-inclusive. The hotels share a commitment to superb service and fine culinary experiences, and provide the ultimate beach and water sports environment for their guests, including the Elegant "Beach Ambassadors" program. They offer upscale accommodations that remain welcoming and unpretentious, or "elegance with a twist," – a casual elegance that embodies the best of Barbados. Elegant Hotels include The House, Colony Club Hotel and Tamarind Cove Hotel, as well as the all-inclusive Crystal Cove Hotel and Turtle Beach Resort. The group also includes the acclaimed Daphne's restaurant on Barbados' west coast – sister to Daphne's restaurant in London. For reservations and further information, call 888-996-9948, or visit www.eleganthotels.com.

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