



World's Largest Doubletree Resort Debuts In Orlando's Tourism Corridor

Landmark Hotel Raises New Flag, Unveils \$35 Million Dollar Makeover

ORLANDO, Fla. (Sept. 22, 2009) – The Doubletree Resort Orlando – International Drive raised its flag today to commemorate its official debut following a dramatic, \$35 million dollar makeover. Spanning 28 acres, the 1,094-room hotel is the largest property in Doubletree's portfolio worldwide.

Located at 10100 International Drive, the landmark resort sits in the heart of Orlando's thriving tourism corridor. Doubletree Resort Orlando – International Drive, formerly the International Plaza Resort and Spa, is two minutes from the Orange County Convention Center and within walking distance of SeaWorld and its new *Aquatica* water park. The property is also minutes away from Orlando International Airport and Central Florida's world-class attractions, shopping and dining.

The completely renovated hotel provides a tranquil oasis, featuring a Balinese-inspired theme with contemporary, dark-wood furnishings and Indonesian design accents set against a lush, tropical landscape. With a warm and inviting ambiance, the Doubletree Resort Orlando – International Drive offers something for every guest, from richly appointed guestrooms and sparkling, palm-tree-lined pools to majestic ballrooms and catering and event planning services. Amenities include three pools; three dining options, including a full-service restaurant and outdoor eateries, casual upscale bar, 60,000 square feet of flexible event space, state-of-the-art fitness center, business center, children's game lounge and more.

"We're delighted to welcome guests to one of Central Florida's premier destination hotels," says Greg Gooding, general manager. "The new Doubletree Resort Orlando will be a welcome addition to the community, creating new hospitality jobs and helping to fill the need for upscale rooms close to the convention center."

The new Doubletree Resort Orlando – International Drive is owned by New York-based UrbanAmerica, one of the nation's foremost minority-controlled, real estate private equity firms. Pyramid Hotel Group, LLC, a Boston-based full-service hotel management and advisory company, manages the property.

"It's an honor to join the Hilton family of leading, full-service hotels as the world's largest Doubletree property," says Richmond McCoy, president and CEO of UrbanAmerica. "The resort's prime location and new upscale amenities will provide an ideal retreat for both business travelers and families in one of the country's top tourism destinations."

Local firms involved in the 18-month transformation process include CVC Hospitality, a nationally recognized single-source, design-build, turnkey solution to interior and exterior renovation and construction finishes. CVC has won Gold and Silver Awards for design from the American Resort Development Association and is a member of the Central Florida Hotel & Lodging Association.

Hotel executives raised the Doubletree flag during a special ceremony and ribbon-cutting breakfast reception, joined by local government officials, business leaders and tourism representatives, including Orlando/Orange County Convention & Visitors Bureau CEO Gary Sain and Richard Maladecki, president, Central Florida Hospitality & Lodging Association.

Now through select dates in December, the Doubletree Resort Orlando – International Drive will offer Grand Debut rates starting from \$69 - \$149. Some packages will include breakfast daily and modified American Meal Plans. In addition, to welcome the members of the Hilton brand loyalty program, HHonors, to the newest and world's largest Doubletree, the property will extend double points based on qualified rate plans, over select dates, through Dec. 22, 2009.

Warm Island Welcome

Showcasing its \$35 million-dollar makeover, Doubletree Resort Orlando – International Drive features contemporary amenities and design accents inspired by the tropical island of Bali. Guests gather beneath vaulted ceilings in the expansive lobby, greeted by bamboo furnishings, a soothing color palette, natural water features and Indonesian stone ceramics.

The resort's 1,094 guestrooms are available in three distinct floor plans, ranging from Resort Guestrooms, Tower Accommodations and Premium Accommodations to more than twenty suites ranging from junior-, one- and two-bedroom configurations to the property's Premium Suites that include a spacious, 700 square foot two-bedroom suite with plush living and dining areas and with galley area with granite countertops. Guestrooms welcome with comfy Doubletree Sweet Dreams® bedding and luxury linens, and spacious dark wood desks with large work areas. Among the high-tech amenities: 32-inch flat-screen television, iPod®-ready clock radio and high-speed wireless Internet access.

Designed for couples and families, each of the Resort's Premium Guestrooms features a kitchenette with microwave, coffeemaker and in-room mini-refrigerator. Sleek, contemporary bathrooms have mosaic glass tiling, brushed stainless steel accents and sliding bamboo panels. Select premium guestrooms also feature hardwood floors. Premium Guestrooms are available as well in double or king accommodations.

As a Florida-Approved Green Lodging Facility, Doubletree Resort Orlando – International Drive also has eco-friendly features. Guestrooms are equipped with water-efficient showerheads. Comfort sensors automatically adjust temperature settings to conserve energy when guests are not in the rooms.

Full-Service Dining

Doubletree Resort Orlando – International Drive houses three dining options, including the casual full-service Bamboo Grille, serving breakfast buffets, lunch and dinner daily. Featuring contemporary, yet family-friendly American cuisine with an Asian-fusion twist, the 270-seat restaurant features artistic lighting elements, high-backed chairs and multiple seating tiers. Guests can also dine al fresco on the sunlit, outdoor terrace.

For on-the-go fare and sweet treats, Max's Deli offers breakfast pastries and Starbucks® Coffee, as well as sandwiches, salads, a children's candy bar and more. Visitors enjoy tropical drinks poolside at Red Parrot Bar or relax and mingle in the contemporary Bangli lounge, featuring stylish décor, wall-mounted plasma TVs and a custom-designed bar set beneath a massive Capiz shell chandelier.

Meetings and Events

For Orlando's bustling meetings industry, Doubletree Resort Orlando – International Drive offers 60,000 square feet of indoor and outdoor event space, ranging from grand ballrooms to covered garden verandas. Each state-of-the-art meeting facility is equipped with the latest business services and amenities.

The Oceans Conference Center in the main building of the resort totals more than 20,000 square feet of function space, with the largest ballroom on property at 12,000 square feet. Close to the restaurants and lounge, the Oceans Conference Center caters to groups of up to 1,000 guests.

Nearby, the freestanding Lakes Conference Center provides nearly 13,000 square feet of event space, including executive conference rooms, an outdoor patio and pre-function space. The 10,000-square-foot Great Lakes Ballroom seats up to 1,000 guests beneath soaring ceilings. For intimate gatherings and weddings, the Tower Terrace provides an elegant outdoor setting overlooking the resort's lush, tropical landscape.

Personalized Service and Amenities

Major landscaping enhancements offer a variety of environments throughout Doubletree Resort Orlando – International Drive. Within this lush, natural setting, guests can create their own personalized vacation experience without feeling confined to a single area of the resort. Quiet solace can be found in a palm-shaded hammock or in a secluded Polynesian hut. Families enjoy quality time on the mini-golf course, putting green or in one of several of the resort's gathering spaces. Three sparkling pools have also been enhanced with interactive water features, children's pool, private relaxation areas and brick paver-lined sundecks and walkways.

Other amenities include a nine-hole miniature golf course, full-service day spa and high-tech children's lounge with computers and Wii Nintendo game stations. Additionally,

the fitness center is open round-the-clock, offering the latest cardio and weight-training equipment as well as four wall-mounted LCD televisions.

Assisting seven days weekly is the dedicated concierge desk for passes and complimentary shuttle service to Walt Disney World, as well as to the resort's attraction partners, SeaWorld Orlando and Universal Studios Orlando. Staff will also assist by making reservations at area restaurants, golf courses, and sporting and cultural venues. Among the hotel's other services: 24-hour, personalized lobby check-in and checkout; valet service and gated self-parking; full-service catering; on-site car rental office and modern business center with wireless Internet access. For more information, call **1-800-327-0363** or visit **www.doubletreeorlandoidrive.com**.

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About Doubletree Resort Orlando – International Drive

Spanning 28 acres, the Doubletree Resort Orlando – International Drive is the largest property in Doubletree's portfolio worldwide. The Balinese-inspired hotel is located in the heart of Central Florida's thriving convention and tourism corridor. Showcasing a dramatic \$35 million dollar makeover, the hotel's all-new 1,094 guestrooms feature contemporary dark-wood furnishings, flat-screen TVs, iPod-compatible radio, Wi-Fi access and plush Doubletree Sweet Dreams bedding. Guests enjoy three dining options, including the casual full-service Bamboo Grille, as well as a state-of-the-art fitness center, palm-tree-lined swimming pools, children's game lounge, miniature golf course and 60,000 square feet of indoor/outdoor event space. Within walking distance to SeaWorld and across the street from its new *Aquatica* water park, Doubletree Resort Orlando – International Drive is minutes from the Orange County Convention Center, world-class attractions, shopping and dining. For more information call toll-free **1-800-327-0363** or visit **www.doubletreeorlandoidrive.com**.

About UrbanAmerica

UrbanAmerica, a minority-controlled, real estate private equity firm founded in 1998, is among the first registered investment advisors to participate in the revitalization of urban centers through the investment of institutional capital in commercial real estate. UrbanAmerica has raised \$521 million in equity within its two funds and has acquired and developed more than 5 million square feet of building space with assets valued in excess of \$2 billion. In addition, UrbanAmerica is the only urban real estate investment fund to receive three allocations of New Markets Tax Credits totaling \$152 million for investments in its target markets. More information about UrbanAmerica is available at **www.urbanamerica.com**.

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