

FOR IMMEDIATE RELEASE

Heritage Hotels & Resorts Becomes Member of International Collection of Privately Held Hotels

ALBUQUERQUE, New Mexico (Sept 28, 2006) – Heritage Hotels & Resorts, a collection of award-winning properties in New Mexico and Arizona, has become a member of Sterling Hotels, part of the Preferred Hotel Group, a growing international group of the most sought-after privately owned and operated hotels in 17 countries.

“We were delighted when Sterling Hotels approached us to be a part of their global collection,” said James M. Long, Heritage Hotels & Resorts president and CEO. “This invitation signals that our six-year, multi-million dollar journey of transforming all of our hotels from franchised properties to premier independent community hotels has elevated us to the standard of many of the world’s top locations.”

Heritage Hotels & Resorts’ desire is to become the Southwest’s premier hospitality and lodging company, with a mission to provide a rich, authentic, and cultural experience to leisure and corporate travelers while exceeding expectations of guest service and amenities.

To qualify for membership with Sterling Hotels, properties must show a proven track record of consistent high standards for quality and service, while offering convenient access to popular business and leisure destinations.

Sterling is a member of the Preferred Hotel Group family of brands, including Preferred Hotels and Resorts, Preferred Boutique, Preferred Golf, and Summit Hotels and Resorts. For reservations and a complete description of the Sterling collection, visit www.sterlinghotels.com.

Established to own and manage select hotels that provide a rich, authentic cultural experience for the everyday traveler, Heritage Hotels & Resorts properties include: *Hotel Encanto de Las Cruces*, Las Cruces, NM; *The Lodge at Santa Fe* and the *Hotel Plaza Real*, Santa Fe, NM; *Hotel Albuquerque at Old Town* and *Nativo Lodge*, Albuquerque, NM; *Esplendor Resort at Rio Rico*, Rio Rico, AZ.

(www.hhandr.com)

ABOUT HERITAGE HOTELS & RESORTS

Heritage Hotels & Resorts is a collection of award-winning hotels distinct in style, each a gem in their own setting. Drawing from the unique blend of the Southwest and Western regions' Native American, Mexican, Spanish and American Western cultural and historical influences each hotel embodies the spirit of the west. Through their architecture, design, landscaping, cuisine, art and music, Heritage Hotels & Resorts provides guests with a very unique hotel experience. Visit www.hhandr.com for more information on Heritage Hotels & Resorts’ properties.

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