



**For Immediate Release**

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**COASTAL HOTEL GROUP PURCHASED**  
**BY SENIOR MANAGEMENT TEAM**

SEATTLE, Washington (July 31, 2006) – Coastal Hotel Group, a full-service [hotel management and development services company](#), has been purchased by its senior management team. The announcement was made by [Yogi Hutsen](#), Coastal's President & Chief Executive Officer.

Says Hutsen, "This is an exciting new chapter for [Coastal Hotels](#). Presently we're working on five new development deals – one each in California, Arizona, and Idaho, and two in Oregon. Coastal is also proud to be a preferred management company with Starwood Hotels & Resorts. Given the vision of our investor group and new access to capital, we are now positioned to take full advantage of Coastal's excellent reputation among hotel owners and developers, as well as our guests."

Hutsen, a thirty-year hospitality veteran, joined Coastal Hotels in 2004. Previously, Hutsen was COO for Noble House following five years as Regional Vice President for Starwood in Seattle. Other senior leaders are [Ed Schwitzky](#), Senior Vice President Sales & Marketing, and [Peter LaFemina](#), Chief Financial Officer. Schwitzky spent over twenty years with Westin Hotels & Resorts in sales and marketing leadership positions. LaFemina has more than twenty-five years of financial management experience in hospitality and gaming, including fifteen years with ITT Sheraton. Additional investors in Coastal include Frank Finneran, a long-time executive with Westin and experienced hotel developer, and Stuart Rolfe, a prominent Seattle attorney and President of Wright Hotels, Inc.

The company was acquired from former owners Don Simplot and Doug Toms for an undisclosed amount. Coastal Hotel Group currently manages seven hotels in four states.

About Coastal Hotel Group

Coastal Hotel Group is a privately held, Seattle-based full-service [hospitality management company](#) specializing in distinctive luxury hotels, resorts, inns, and lodges. Established in 1987, Coastal Hotel Group has earned a reputation for providing remarkable lodging choices for the discerning traveler. The Coastal collection includes such unique properties as Salish Lodge & Spa outside Seattle, among the World's Best on the *Conde Nast Traveler* 2006 Gold List, and the Spindrift Inn in Monterey, named a Readers' Favorite by *Departures* magazine. For more information, visit [www.CoastalHotels.com](http://www.CoastalHotels.com) or call 206-388-0400.

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