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**ED SCHWITZKY NAMED SENIOR VICE PRESIDENT SALES & MARKETING
AT COASTAL HOTEL GROUP
FIRST NEW MEMBER OF LEADERSHIP TEAM**

SEATTLE - Yogi Hutsen, President & Chief Executive Officer of Coastal Hotel Group, named Ed Schwitzky as Senior Vice President of Sales and Marketing. Schwitzky is the first new member named to Hutsen's leadership team since moving the company headquarters to Seattle last month.

Schwitzky is a twenty-seven year veteran of the hospitality industry, including twenty-one years with Starwood Hotels & Resorts as marketing director for such venerable resorts as the Arizona Biltmore and The Westin La Paloma Resort & Spa. Additionally, Schwitzky did project work at other Westin resorts in Arizona, California, and Florida, as well as Scotland, and served on various task forces. During that time, Schwitzky's efforts earned several Adrian Awards from Hotel Sales & Marketing Association International. With Westin, Schwitzky was awarded Marketing Team of the Year and received the Thurston Dupar Inspirational Award.

Immediately prior to joining Coastal Hotels, Schwitzky had a private marketing and business consulting practice. His client base included Wyndham International, Noble House Hotels and Resorts, Baja Hotels among others.

Says Hutsen, "Ed brings a wealth of direct marketing expertise, plus his experience across brand lines adds an important dimension in the growth of Coastal Hotel Group. Ed's addition to our senior leadership team is a giant step forward."

Schwitzky earned two degrees from the University of Missouri – Columbia, a BA in Psychology and an MS in Public and Community Service.

Coastal Hotel Group is a privately-held, hotel management company. Since its founding in 1987, Coastal Hotel Group has developed a reputation as one of America's finest managers of small luxury hotels. Coastal Hotel Group currently manages 12 properties totaling over 1200 rooms in Illinois, California, Washington, Curacao and the British Virgin Islands. For more information visit the web site at www.coastalhotel.com.

Media Contacts:

Hamilton McCulloh/Jill Yamamoto
Richmond Public Relations
1411 4th Avenue, Suite 610
Seattle, WA 98101
(206) 682-6979
hamiltonm@richmondpr.com