



VINTAGE HOTELS CELEBRATES 10 YEARS OF EXCELLENCE IN HOSPITALITY

FOR IMMEDIATE RELEASE Niagara-on-the-Lake, ON April 9, 2007 – In 2007, Vintage Hotels celebrates ten years of being Niagara’s leader in luxury hospitality. The hotel group will also celebrate another major milestone for the Niagara-on-the-Lake community: the 50th year since canning facility Factory 13 began its transformation into Ontario’s only five-star country inn, Pillar and Post.

“When the top landmark hotels in Niagara-on-the-Lake joined together in 1997, the goal was to create a new standard of elegance and sophistication in the region,” says Barrie Laver, President and CEO, Vintage Hotels. “With our success in accomplishing this, we continue to strive for excellence by introducing new initiatives, such as our Service First program—a focus on an exceptional guest experience.”

He continues, “During our 10th anniversary year, we look forward to announcing details of initiatives to commemorate our various milestones and achievements over the years, including opportunities featuring longtime guests and former employees who have helped to make Vintage Hotels what it is today.” Vintage Hotels will commemorate the year with a media outreach campaign that promotes the many stories, and memorable moments Vintage guests have experienced during the last 10 years. A contest will also take place on the 10th anniversary theme, soliciting stories from current and former guests celebrating 10th anniversaries of their own and rewarding winners with a weekend getaway.

“Prince of Wales’ many honours assure us that we are reaching our goal to be among the best hotels in the world,” says Prince of Wales General Manager Michelle Miller. “We started off this anniversary year as the top hotel in Ontario in Condé Nast 2007 and with a spot on the *T+L 500*, *Travel & Leisure’s* annual Ultimate Hotel Guide. Being named to these lists is a reflection of the dedication to excellence that our staff maintains, not only at the Prince of Wales but across the Vintage family.”

“We look forward this year to celebrating our piece of Niagara history: the building that houses Pillar and Post,” says Paul MacIntyre, General Manager, Pillar and Post. “This building has always been associated with quality food, from its beginnings as Factory 13—the Niagara region’s foremost canning factory—to today, where the Cannery and Carriages continues a remarkable culinary tradition.” 2007 marks 50 years since the last

can came down the production line in 1957 at Factory 13, which was originally built in the 1890s.

Queen's Landing General Manager Bob Jackson says, "As the proud recipient of 17 consecutive four-diamond ratings from CAA/AAA, Queen's Landing is pleased to contribute to not only Vintage Hotels' stellar reputation but also the Niagara Region's reputation as the most dynamic four-season destination in the world."

Vintage Hotels' properties have earned numerous accolades over the years: Prince of Wales was voted top hotel in Ontario in Condé Nast 2007 and 2004 Reader's Choice Awards and made the Condé Nast Gold List in 2005 and 2006; Pillar and Post is Ontario's only five-star country inn (*Canada Select*) and was rated No. 1 in Ontario on Condé Nast Traveler 2006 Gold List; Queen's Landing received its 17th consecutive CAA/AAA Four Diamond Rating for accommodations in 2007.

Currently celebrating its 10th anniversary year, Vintage Hotels is a collection of three CAA/AAA four-diamond hotels offering 374 guest rooms, over 30,000 square feet of meeting space, three four-diamond restaurants and two spas in Niagara-on-the-Lake. Offering classic style with a modern sensibility, the hotel properties are the jewels in the crown of the Niagara region. Prince of Wales captures the elegance and refinement of the Victorian Age; Pillar and Post is a classic country inn that offers all modern luxuries while appealing to the entire family; and Queen's Landing sets the stage for everything from high-level corporate gatherings to family vacations in a spectacular Georgian-style mansion. 100 Fountain Spa and Secret Garden Spa offer a wide selection of services to soothe body and soul. Vintage Hotels is a proud partner of Big Brothers Big Sisters of Canada.

– 30 –

MEDIA CONTACTS

Toronto

Victoria Lord
VLPR Inc.
(416) 484-9047, x224
victoria@vlpr.com

Niagara-on-the-Lake

Colin Sines, Director of Marketing
Vintage Hotels
(905) 468-1362 ext. 8123
c.sines@vintage-hotels.com