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RE M I N G T O N

Remington Hotel Corporation Opens a Starbucks in the Florida Keys
Coffee shop opens at Key West's Crowne Plaza La Concha Hotel

Dallas, March 9, 2004 – Remington Hotel Corporation is bringing Starbucks Coffee to the Florida Keys. The hotel management company has opened a Starbucks location at its historic Crowne Plaza La Concha Hotel, located on famed Duval Street in Key West. It is the only Starbucks location serving the Florida Keys and Starbucks' southernmost outpost in the contiguous United States.

“By bringing this staple of many American's everyday life to the Keys, we're not only enhancing the guest experience, but also the daily lives of the entire community of Key West,” said Bob Spoto, general manager at the Crowne Plaza La Concha.

In addition to having an entrance inside the hotel, the coffee shop also opens up directly onto Duval Street, a favorite destination for tourists and residents Key West.

The new Starbucks location is connected to the Crowne Plaza La Concha Hotel at 430 Duval Street in Key West.

Remington Hotel Corporation is a Dallas based independent real estate investment and management company specializing in the hospitality industry. Over the past 35 years, the owners of Remington Hotel Corporation have acquired, developed and sold more than 200 hotel assets valued in excess of \$1 billion.

The company currently manages 40 hotels nationwide with more than 3,500 associates. Its properties include affiliations with such franchises as Hilton, Embassy Suites, Marriott, Sheraton, Radisson, Four Points, Crowne Plaza, Double Tree and

Holiday Inn, and have received many of the industry's top brand and trade publication awards.

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