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FOR IMMEDIATE RELEASE

**BOAR'S HEAD ANNOUNCES APPOINTMENT OF CAROL M. SMITH TO  
POSITION OF DIRECTOR OF SALES AND MARKETING**

**25-Year Hospitality Industry Veteran Boasts Strong Reputation and Outstanding  
Experience in Key Local and Regional Markets**

Charlottesville, VA March 4, 2009: Boar's Head has announced the appointment of Carol M. Smith as Director of Sales and Marketing.

Ms. Smith comes to The Boar's Head after working in sales leadership positions with companies like Crestline Hotels & resorts, Delaware North Company in Yosemite, California, Benchmark Hospitality as the Regional Director of Sales & Marketing, and the Director of Sales & Marketing for the Lansdowne Resort in Leesburg, Virginia, Seabrook Island Resort in Charleston, South Carolina, and The Stonewall Jackson Hotel & Conference Center in Staunton, Virginia.

“Carol is a hospitality veteran with over twenty-five years of experience, the majority of which has been successfully building relationships and increasing revenues generated from Virginia and mid-Atlantic markets,” said Boar’s Head General Manager, Matthew Harris. “Carol’s experience with and affinity for our property, combined with her comprehensive knowledge of the local and regional markets make her the perfect person to lead our sales and marketing efforts,” added Harris.

“I am very much looking forward to leading the outstanding sales and marketing team here at Boar’s Head,” Ms. Smith said, “and my unique understanding of and experience with university markets will serve The Boar’s Head well as we forge partnerships and business relationships with the University of Virginia’s many entities.”

The Boar’s Head, a 170-room resort situated on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art sports club, award-winning tennis, championship golf, a luxury spa, children’s programs, currently 22,000 square feet of meeting space including our new meeting and social pavilion which opened this fall, and close proximity to attractions such as Monticello, the Blue Ridge Mountains and numerous wineries. The Boar's Head is owned and operated by the University of Virginia Foundation.

We share your love of life and passion for travel. For more information or to make reservations, please call The Boar’s Head at 434.296-2181 or 800.476.1988 or visit the resort’s web site at [www.boarsheadinn.com](http://www.boarsheadinn.com).

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