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BILL JUSTUS WHISKS INTO THE BOAR'S HEAD AS EXECUTIVE CHEF

*New Executive Chef Brings Exceptional Leadership and Organizational Skills to
Charlottesville's Four Diamond Resort*

Charlottesville, Virginia, August 16, 2010: Bill Justus is the acclaimed Executive Chef of The Boar's Head and its AAA Four-Diamond award-winning restaurant, The Old Mill

Room. Selected to lead The Boar's Head's culinary team, Chef Bill Justus brings more than 25 years experience to the resort.

Chef Justus began his culinary career with the Athletic Club of Columbus as an ACFEI Apprentice and then served as Sous Chef for Klaus' Cuisine in Holy Hill, FLA before moving to Nashville, TN. During his fifteen years at the Opryland Hotel, Bill served as Sous Chef for the Old Hickory Restaurant, Culinary Institute Team Coach, Senior Sous Chef for the Cascades Restaurant and Executive Sous Chef for the 2881 room convention hotel with 11 restaurants and lounges.

In 2001, Chef Justus moved to Hershey, PA to become the Executive Chef of Hershey Lodge, a 665 guest room convention resort with four restaurants, a lounge, coffee shop, pools and fitness center. His next move took him to Pine Mountain, Georgia where he spent the last 2½ years as Executive Chef at the renowned Callaway Gardens Resort.

As Executive Chef at The Boar's Head, Chef Justus is involved in all areas of our AAA Four-Diamond hotel's food and beverage operations and manages our international culinary team. His impressive background and reputation for innovative, stylish menus are well suited for overseeing the resort's many popular culinary events including our Seafood Celebration, Vintner and Culinary Weekends and our Thanksgiving and Christmas traditions.

“We consider ourselves fortunate to have secured someone of Chef Justus’s caliber,” says Matt Harris, General Manager of The Boar’s Head. “In my view, a high-performance organization wholly dedicated to guest satisfaction is critical in order for resorts to flourish in these challenging economic times.” “Continuing to introduce top-notch executives such as Chef Justus gives us the hospitality team required for exceeding guest expectations, a hallmark of The Boar’s Head success,” adds Courtney Roane, Director of Food and Beverage for The Boar Head. The Old Mill Room is the only restaurant in Virginia to have maintained the AAA Four-Diamond award for 23 years running. Our Old Mill Room has earned AAA's Four-Diamond designation in recognition of its culinary artistry, distinctive Virginia ambiance and superior service.

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 event space including our new 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.

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.

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