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FOR IMMEDIATE RELEASE



MATTHEW HARRIS TAKES THE HELM AT THE BOAR'S HEAD

*New General Manager to Lead Charlottesville's Four Diamond Resort*

Charlottesville, Virginia, January 15, 2009: The University of Virginia Foundation, parent company of The Boar's Head, has named industry veteran Matthew Harris as the resort's new general manager. Harris comes to The Boar's Head with a resume that includes top executive positions at such premier resorts as Callaway Gardens, The Homestead, and The Hershey Lodge. He has also worked with Hilton, Ritz Carlton, and Hyatt.

"We consider ourselves fortunate to have secured a leader of Matt's caliber," says Tim Rose, chief executive officer of the Foundation. "In each of his former positions, he's energized the organization, created excitement around the strategic planning process, and

successfully implemented systems that boosted performance and increased revenues.”

As general manager of the Callaway Gardens Resort, Harris instituted a feedback system that helped the resort extend its network of relationships with meeting planners.

A hospitality executive with over 25 years of experience, Harris will apply these best practices as he and his team take The Boar’s Head to the next level. “In my view, a high-performance organization wholly dedicated to guest satisfaction is critical for resorts to flourish in these challenging economic times,” Harris says. “Continuing to introduce top-notch facilities like the Pavilion gives us a platform for exceeding guest expectations which is the signature of the Boar’s Head success.” The 9,000 square-foot Pavilion, opened in fall 2008, is the most versatile meeting space of its size ever created in Central Virginia.

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, 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](http://www.boarsheadinn.com).

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