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FOR IMMEDIATE RELEASE



RESORT APPOINTS TWO NEW SALES MANAGERS

*Erin Dinger and Stephanie Jackson Join The Boar's Head,
Charlottesville's Four-Diamond Resort*

Charlottesville, Virginia, February 25, 2010: The Boar's Head, an independent historic resort in Charlottesville, Virginia, recently appointed two new sales managers.

Erin Dinger joins The Boar's Head as Group Sales Manager and brings five years' hospitality experience to the property. From the Marriott Mid-Atlantic Regional Sales Office in Gaithersburg, Maryland, she represented over 30 hotels as a Senior Sales

Manager. Her Marriott career began in 2005 at Metro Center in Washington, DC as a Sales Assistant. Erin then moved to the Renaissance Washington, DC hotel in 2006 as a Sales Manager and finally landing at the Regional Office in 2007 where she represented the Washington, DC and Suburban Maryland sales team. While on these teams Erin achieved Manager of the first quarter for 2009 and was also the top booker for the first and third quarters of 2009.

As Group Sales Manager, Dinger will work with our state association markets as well as corporations in the mid-Atlantic region.

Stephanie Jackson comes to The Boar's Head resort as Catering Sales Manager from Farmington Country Club. Jackson brings a diverse work history to the resort. She worked in hospitality from 2001-2004 in upscale spas in Vail, Colorado, Newport Beach, California and Kalamazoo and Birmingham, Michigan before relocating to Charlottesville in 2004.

In her new role, Stephanie will accommodate weddings, social and the banquet market for corporations and individual catered events. In addition, she will work to expand The Boar's Head's reputation as "The Place to Meet" and Charlottesville's reputation as a choice wedding destination.

Carol Smith, Director of Sales and Marketing at The Boar's Head, expects Dinger and Stephanie to help position the resort as the first choice for event planners and brides in Central Virginia and the mid-Atlantic states:

"The experience and knowledge that both Erin and Stephanie bring to the team will help to increase our exposure in the market. Meeting and event professionals will know they have a team they can count on to deliver outstanding accommodations and exceptional guest services with Southern style."

About The Boar's Head Resort

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, and children's programs. In addition, we currently boast 22,000 square feet of meeting and social space including our new Pavilion. An added feature is our 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.

The Boar's Head offers 22,000 sq. ft. of meeting space, on-site catering, state-of-the-art A/V equipment and professional planning assistance. For more information The Boar's Head, call 1-800-476-1988 or visit <http://www.boarsheadinn.com/>.

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