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FOR IMMEDIATE RELEASE

**OLD MILL ROOM ONLY VA RESTAURANT TO WIN
AAA 4-DIAMOND AWARD 24 YEARS IN A ROW!**

**AAA MID-ATLANTIC 2011 FOUR DIAMOND AWARD
WINNERS ANNOUNCED**

CHARLOTTESVILLE, VA (THURSDAY, JANUARY 27, 2011) – In the past we have touted The Old Mill Room at The Boar's Head as the only restaurant in Virginia to win AAA's Four Diamond Award® for 23 years in a row! Today, the AAA Four Diamond Award designation, a most prestigious level of distinction for hotels and restaurants, was awarded to the Old Mill Room at The Boar's Head for the 24th consecutive year!

Today, AAA Mid-Atlantic salutes properties in the Central and Western Virginia regions that are a cut above the competition in service and quality during its 2011 Diamond Awards luncheon. The event is being held a noon at the Westin Richmond.

The Five and Four Diamond Awards are among the most coveted symbols of excellence for lodgings and restaurants in the United States, Canada, Mexico and the Caribbean. The awards are presented to only those establishments that consistently deliver a truly memorable experience, complete with superior personal service, quality amenities, and an unforgettable ambiance. The Boar's Head, Charlottesville, Virginia, received the prominent 2011 AAA Four Diamond Award for the 10th year. "Properties honored today offer guests consummate service, amenities and an overall experience that is truly wonderful. The attention to detail and high quality that these elite properties give to

everything from food and service to decor and ambiance is exquisite,” said Martha Mitchell Meade, Manager of Public and Government Affairs for AAA Mid-Atlantic.

“Sustaining quality which pleases the most discriminating guests/patrons is never easy. The properties celebrated today truly understand the dynamics of being outstanding in every way, offering guests distinctive dining experience with complex menus and an array of amenities and services,” added Meade. “We are pleased that so many establishments in our area have reached this level of service, and we are honored to present them with the Five or Four Diamond Award designation for 2011.”

“Maintaining Four Diamond Award winner status is not an easy task and is truly reserved for those establishments which continuously demonstrate an unwavering commitment to superior hospitality – attentive service, premier comfort, and so much more,” said Matthew Harris, General Manager of The Boar's Head. “AAA Four Diamond Award winners represent just 3.5 percent of the 58,000 Diamond Rated lodgings and restaurants throughout the United States, Canada, Mexico, and the Caribbean.”

“It is especially imperative The Boar's Head to remain at the Four Diamond Award level during challenging economic times rather than cutting back on amenities or services. The staff at The Boar's Head is to be congratulated for their dedication and success,” added Courtney Roane, Director of Food and Beverage at The Boar's Head.

“Four Diamond hotels and restaurants represent some of the best that the hospitality industry has to offer,” added Meade. “These properties are extraordinary in every manner. Lodgings at this level offer guests a wide range of amenities and services, and restaurants feature a distinctive fine dining experience and complex menus. We are pleased that so many establishments in our area have reached this level of service, and we are honored to present these outstanding properties with the Four Diamond Award designation for 2011.”

Area lodgings receiving the prominent 2011 AAA Four Diamond Award® include:

The Berkeley Hotel, Richmond (for the 22nd year);
The Boar's Head, Charlottesville (for the 10th year);
Hilton Richmond Hotel and Spa/Short Pump, Richmond (for the 1st year);
The Homestead, Hot Springs (for the 7th year);
Keswick Hall at Monticello, Keswick (for the 10th year);
The Martha Washington Inn and Spa, Abingdon (for the 13th year);
The Oaks Victorian Hotel, Christiansburg (for the 16th year);
The Westin Richmond, Richmond (for the 2nd year);
Wyndham Virginia Crossing Hotel and Conference Center, Glen Allen (for the 7th year).

Area restaurants receiving the prominent 2011 AAA Four Diamond Award® include:

1 North Belmont, Richmond (for the 5th year)
The Dining Room at the Berkeley Hotel, Richmond (for the 15th year)
Fossett's, Keswick (for the 7th year);
Lemaire, Richmond (for the 1st year);
The Old Mill Room (The Boar's Head), Charlottesville (for the 24th year).

AAA rates more properties than any other rating entity and is the only rating system that covers the United States, Canada, Mexico and the Caribbean. It is one of only two that conduct physical, on-site evaluations. AAA approved lodgings and restaurants are assigned a rating of One to Five Diamonds. AAA began field inspections of lodgings and restaurants in 1937 and introduced a formal rating system for accommodations in 1963. The early rating system evolved into the Diamond Rating System for lodgings in 1976 and was rolled out for restaurants between 1986 and 1991. Professionally trained AAA/CAA inspectors use published guidelines to evaluate and rate properties as a service to members

AAA/CAA Approved lodgings and restaurants are assigned a rating of One to Five Diamonds. For more information about Diamond Ratings and the complete list of Four and Five Diamond establishments, visit AAA.com/News.

The Boar's Head, a 170-room resort set on 573 acres in the Virginia countryside, offers Four Diamond dining, a state-of-the-art sports facility, championship golf and tennis, a luxury spa, children's programs, 22,000 square feet of meeting space, and proximity to attractions such as Monticello, the Blue Ridge Mountains and numerous wineries. The resort is owned and operated by the University of Virginia Foundation. For more information and reservations, call 434.296-2181 or 800.476.1988; or visit the resort's website at www.boarsheadinn.com.

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