



FOR IMMEDIATE RELEASE

Dolce Hotels and Resorts Names Veteran Hotelier to New Sales Post

MONTVALE, N.J. (Sept. 9, 2009) — Dolce Hotels and Resorts, a privately held operator of upscale hotels, resorts and conference hotels in North America and Europe, today announced the appointment of lodging veteran Carol Bullock-Walter as vice president of field sales, a new position that reports to Peter Strebel, chief revenue officer.



She will work directly with Dolce's general managers, directors of sales and their teams to drive near-term bookings and improve the profitability of the company's managed properties, according to Strebel. Over the longer term, she will help implement new sales training, review property-level sales goals and help instill a consistent sales culture across the Dolce system.

Bullock-Walter most recently was regional director of marketing and sales for Marshall Hotel Group, New York, where she led sales and marketing efforts for the company's Starwood, Marriott and Hilton properties in the New York metropolitan area. In that role, she was responsible for hiring, training and directing the sales and marketing staff.

From 2005 to 2008, she served Starwood Hotels and Resorts, White Plains, N.Y., as senior director, sales strategy and operations, overseeing a staff of six who supported a global and field sales network and leading various revenue-generating projects and managing a number of global initiatives aimed at the company's top clients.

Bullock-Walter's on-property experience includes general manager of The Carlton on Madison Avenue, a 313-room upscale hotel in New York City; general manager of the 178-room Club Quarters hotel in Boston; and director of sales and marketing for Omni hotels in New York, Chicago, Boston, and Lexington, Mass.

She also was senior partner in Prism Partnership and cofounder and chief operating officer of Directional Marketing/The Hospitality Group, both high-end consulting firms in Boston that specialize in hospitality sales and marketing.

As corporate director of sales and marketing for the Flatley Company in Braintree, Mass., Bullock-Walter managed sales and marketing for 12 hotels in New England and directed a team of 45 sales representatives.

She earned a master of business administration degree at the Simmons Graduate School of Management, Boston, and a bachelor of arts degree at St. Michael's College, Winooski, Vt.

She is a member of the National Business Travel Association and Strategic Account Management Association and volunteers for Catholic Charities and Girls Inc., a United Way charity.

Dolce Hotels and Resorts, headquartered in Montvale, N.J., and Paris, is majority-owned by Broadreach Capital Partners and employs approximately 4,000 worldwide.

Its portfolio of 24 hotels, resorts and conference hotels includes Lakeway Resort & Spa in Austin, Texas; Dolce Sitges in Barcelona, Spain; Seaview, near Atlantic City, N.J.; Dolce Hayes Mansion in San Jose, Calif.; Dolce Chantilly in France; and Aspen Meadows Resort in Aspen, Colo.

Dolce Hotels and Resorts has earned a reputation for creating inspiring working and learning environments through its superior cuisine and amenities, productive facilities and design and dedicated, personalized customer service. Additional information is available at www.dolce.com.

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