



B E A C H S I D E
Resort & Conference Center

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BEACHSIDE TO FLY THE MARRIOTT FLAG

Key West's most upscale hotel to become Key West Marriott Beachside Hotel

KEY WEST, Fla. – December 2, 2008 –Today, Beachside Resort & Conference Center, Key West's most upscale resort, announced that on December 15, 2008, the hotel will be operated as a full-service Marriott hotel and the name will change to Key West Marriott Beachside Hotel.

“This partnership presents a tremendous opportunity for Beachside and Key West's tourism industry,” said Robert Spottswood, president of Spottswood Companies, the hotel's developer. “The Marriott flag designates Beachside as a hotel with an internationally recognizable brand that guests associate with exceptional hospitality, service and accommodations.”

The Marriott Beachside Hotel will continue to deliver superior service, amenities, facilities and environment to leisure guests and groups. Beachside's fine dining option, Tavern *N* Town has become one of Key West's most notable restaurants, while Blue Bar is the resort's casual chic waterfront bar and grill. Beachside offers the region's most comprehensive meeting space with 9,653 square feet of indoor/outdoor event space including Key West's largest ballroom and an exquisitely designed waterfront pool and lounge area.

Beachside is situated on seven waterfront acres along the Gulf of Mexico with 222 elegant rooms; including 93 king bedroom accommodations and 129 one, two and three-bedroom suites. All suites feature full-gourmet kitchens, private balconies and marble flooring throughout. Many have staircases leading to direct pool and beach access or a private rooftop sundeck.

Please visit Marriott.com or call (800) 228-9290 for reservations. High resolution images may be downloaded from <http://beachsidekeywest.com/imagelibrary/>

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