



Hilton Sandestin Beach Golf Resort & Spa

FOR IMMEDIATE RELEASE

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HILTON SANDESTIN BEACH GOLF RESORT & SPA ANNOUNCES CREATIVE WITS AS NEW PUBLIC RELATIONS AGENCY

Destin, Fla. (Jan. 21, 2009) – The Hilton Sandestin Beach Golf Resort & Spa, the Southeast's premier Gulf-front resort hotel, has named Destin, Fla.-based Creative WITS Marketing and Public Relations as its public relations agency of record.

“Creative WITS’ hospitality industry knowledge and experience paired with their enthusiasm for the Hilton Sandestin Beach brand were the deciding factors in our selection,” said Marshall Thompson, vice president of sales and marketing for the Hilton Sandestin Beach Golf Resort & Spa. “We’re excited to have Creative WITS as part of our team and look forward to the great work we’ll be doing together.”

Creative WITS will be responsible for developing and implementing strategic public relations programming for the hotel’s lodging, restaurants, meetings and spa businesses.

“We’re thrilled to have been chosen as the Hilton Sandestin Beach’s PR agency of record, and especially to be a part of this exciting time as the resort celebrates its 25th anniversary,” commented Lorraine Christen, co-owner of Creative WITS. “We are honored to work with such a stellar marketing team and plan to impact the hotel’s bottom line with creative, results-driven programs.”

Lewis Communications, based in Mobile, Ala., and USDM.net® of Corpus Christi, Texas will continue to serve as the advertising and Internet agencies of record for the hotel, respectively.

About the Hilton Sandestin Beach Golf Resort & Spa:

The Hilton Sandestin Beach Golf Resort & Spa, managed by Sandcastle Resorts of Sandestin, Inc. and located directly on the sugar-white sands of the Gulf of Mexico within the 2,400-acre Sandestin Golf and Beach Resort community, celebrates its 25th anniversary in 2009 as the Southeast's premier Gulf-front resort hotel. The Hilton Sandestin Beach has continued its quest to improve and upgrade to ensure that guests' expectations are exceeded during all hours of their stay. Whether in search of a leisurely getaway or an extraordinary wedding destination, the Hilton

Sandestin Beach is the perfect retreat, offering a variety of amenities and activities including more than 32,000 square feet of meeting space, an unparalleled resort spa and fitness center, elegant dining venues and much more. For more information, visit www.HiltonSandestinBeach.com.

About Creative WITS Marketing and PR:

Creative WITS Marketing and Public Relations creates memorable brands, sharp creative and buzz-worthy PR through thoughtful teamwork, ethical business practices and strategic alignments with like-minded partners, resulting in measurable growth for its clients, partners and business. Located in Destin, Fla., the boutique agency was founded in 2008 and has represented clients in hospitality, real estate, boating and retail industries. For more information about Creative WITS Marketing and Public Relations, contact Lorraine Christen at (850) 240-9135 or lorraine@creative-wits.com.