

FOR IMMEDIATE RELEASE

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**Crowne Plaza Hollywood Beach Hotel Appoints Two Corporate Sales Managers**  
*Hotel in Hollywood, Florida Expands Reputation as "The Place to Meet"*

HOLLYWOOD, FL, February, 2010 – Crowne Plaza Hollywood Beach, a popular resort hotel in Hollywood, Florida, recently appointed two new sales managers responsible for corporate group and individual accounts.

Jessica Speirs joins the Crowne Plaza as Corporate Sales Manager and brings nearly 20 years' hospitality experience to the hotel. Her valued experience includes roles as Director of Sales, National Sales Manager and Business Travel Sales Manager for several hotel management groups, Interstate Hotel Group and Westmont Hospitality Group among them. She is also entrepreneur of a salon and spa business and served on the Greater Dania Beach Chamber of Commerce Board of Directors for 6 years.

As Corporate Sales Manager, Speirs works with local and national corporate accounts for group meetings and transient business.

Michele Leyden comes to the Hollywood, Florida resort as Sales Manager to Corporate Groups for the Northeast Region and Broward County market. In this role, Leyden accommodates corporate group and individual travel and meeting requests in her region. In addition, she works to expand the Crowne Plaza's reputation as "The Place to Meet" and Hollywood's reputation as a choice travel destination.

Leyden brings a diverse work history to the hotel, with previous sales positions at several national hotel chains, Royal Caribbean Cruise Line and Club Med. She is a long-time resident of South Florida.

Misty Polihronakis, Director of Sales and Marketing at Crowne Plaza Hollywood Beach, expects Speirs and Leyden to position the hotel as the first choice for event planners in South Florida and beyond:

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

The Crowne Plaza Hollywood Beach offers 10,000 sq. ft. of meeting space, on-site catering, state-of-the-art A/V equipment and professional planning assistance. For more information on Crowne Plaza Hollywood Beach, call 954-454-4334 or visit <http://www.cphollywoodbeach.com/>

**About Crowne Plaza Hollywood Beach Hotel**

Located between Fort Lauderdale and Miami on the picturesque Intracoastal Waterway, the award-winning Crowne Plaza Hollywood Beach features contemporary luxury and fresh design. Our 311 well-appointed rooms offer expansive balconies overlooking the Waterway or the Atlantic Ocean. Lush tropical landscaping surrounds the resort's spectacular waterfront infinity-edge pool, ideal for romantic waterfront dining, special events or relaxing under a cabana. The property also offers two dining options, 10,000 sq. ft. of meeting space, extensive amenities and convenient beach access.

Crowne Plaza Hollywood Beach is located at 4000 S. Ocean Drive, Hollywood, Florida 33019. For more information, please call 954-454-4334 or visit <http://www.cphollywoodbeach.com/>

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