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MEDIA ALERT

CROWNED THE EXCLUSIVE HOTEL SPONSOR **FOR BRAZIL ON THE BEACH**

HOLLYWOOD, Fla. March 10, 2009 – Crowne Plaza Hollywood Beach announced it has been named the exclusive hotel sponsor and host hotel for Hollywood’s Brazil on the Beach bash, a three-day celebration of Brazilian music and sports March 20-22, 2009. “We are thrilled to be the exclusive hotel sponsor and host hotel for this spectacular event. We look forward to providing our guests, which include all the amazing talent for this fun-filled weekend, with a spectacular experience during their stay,” says Misty Polihronakis, Director of Sales & Marketing for Crowne Plaza Hollywood Beach.

Headlining Brazil on the Beach will be international pop star and Grammy winner Daniela Mercury who will perform on Hollywood Beach on Saturday, March 21 as part of an extraordinary cultural exchange that will include appearances by international sports and entertainment celebrities. The concert will climax an exciting weekend of world-class Footvolley competition, compliments of the Second Annual Pro Footvolley Tour Hollywood Beach Open, featuring many of the demanding sport’s greatest competitors.

Guests can use complimentary trolley and arrive at all the Brazil on the Beach action within minutes yet feel secluded in this 311-room boutique resort that features a tranquil infinity edge pool set amid a lush tropical landscape. Breathtaking water views from room balconies, a revolutionary Sleep Advantage Program that ensures a peaceful nights rest, and in room amenities that include high speed internet, coffee maker, refrigerator and microwave are just a few of the highlights to enjoy. Guests can enjoy cocktails and live music by the pool at LAVA Tiki Bar & Grille, an elegant dinner at Element’s Bistro or a quick grab and go snack and beverage at Cool Beans Cafe.

To book your Brazil on the Beach getaway, call 954-454-4334 or visit www.cphollywoodbeachresort.com.

About Crowne Plaza Hollywood Beach

Ideally located between Fort Lauderdale and Miami on the picturesque Intracoastal Waterway, the 10-story, contemporary-designed Crowne Plaza Hollywood Beach features 311 well-appointed rooms with expansive balconies, offering views of the Intracoastal or the Atlantic Ocean. Lush tropical landscaping surrounds the resort's spectacular waterfront infinity-edge, free-form pool, ideal for romantic waterfront dining, special events or relaxing under a cabana. The property also offers two culinary options – Elements Bistro, featuring continental cuisine, and poolside LAVA Tiki Bar & Grille – 10,000 square feet of meeting space, fitness center, signature holistic Sleep Advantage Program and convenient beach access. Crowne Plaza Hollywood Beach Resort is located at 4000 South Ocean Drive, Hollywood, Florida 33019. For more information, please call (954) 454-4334. Visit www.cphollywoodbeachresort.com.

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