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Heritage Hotels and Resorts, Inc Announces Strategic Organizational Changes

Albuquerque, New Mexico- Heritage Hotels and Resorts announces two changes that will occur within the corporate office located in downtown Albuquerque at 201 3rd St. NW. Long time hotelier and Executive Vice President of Heritage Hotels and Resorts, Mr. Adrian Perez , will be officially named the new President of Heritage Hotels and Resorts as of March 1, 2010. Pam Bazant- Jung, the current President of Heritage Hotels and Resorts, will be named the new Senior Strategic Planning Advisor where she will work closely with Jim Long and the executive team identifying strategic opportunities for the company.

Mr. Perez has been active in the hospitality industry for over 15 years and is a graduate of the University of New Mexico School of Business. He began his hospitality career with American Property Management Company, a company co-founded by Jim Long in 1991 where he oversaw operations of 11 hotels within the APMC portfolio across the country. In 2001 he joined the Heritage Hotels and Resorts team as the General Manager of Hotel Albuquerque at Old Town, then a Sheraton hotel. In 2006 Adrian was named Executive Vice President of Heritage Hotels and Resorts overseeing operations for 7 hotels located in New Mexico and Arizona. Mr. Perez sits on numerous boards throughout the community including the Albuquerque Hispano Chamber of Commerce, the Albuquerque Convention and Visitors Bureau, and the Association of Commerce and Industry.

Jim Long, CEO of Heritage Hotels and Resorts states, *“I am very proud of Adrian. He has done an excellent job in every assignment provided and through his hard work and dedication he has clearly earned the position of President. I expect great things from Adrian. He will have a profound influence on the hospitality industry in the State of New Mexico”*

Pam Bazant-Jung is a seasoned veteran of the hospitality industry and holds a degree in Environmental Design from the School of Architecture and Planning from the University of New Mexico. In 2000 she joined Heritage Hotels and Resorts as Executive Director to work with Long in the creation of the Company and accelerated to the position of Vice President of Development and Branding where she began building the company to what it is today having overseen several multi-million dollar renovations, the conversion of the previously franchised hotels to their now independent status and developing the Company’s brand. In 2006, the company was named [Minority Retailer of the Year](#) by the US Department of Commerce. Pam was named President of Heritage Hotels and Resorts in 2007. She has provided outstanding leadership for the company enabling Heritage Hotels and Resorts to become the most successful independent hotel company in the State of New Mexico. Pam has served on numerous community boards including the Albuquerque Convention and Visitors Bureau where she served as Board

Chair for 2008-2009, the Albuquerque Museum Foundation, and was one of the founding members of United Way's Women in Philanthropy.

Jim Long, CEO of Heritage Hotels and Resorts shares this comment, "Pam and I met over 30 years ago at the University of New Mexico School of Architecture, from where we both graduated. She has been an integral part of every aspect of Heritage Hotels and Resorts. Her contributions to our company have been significant. She will continue to play a critical role in strategic planning for the company and preparing it for future growth. I look forward to working with Pam on important strategic initiatives in the years to come."

About Heritage Hotels & Resorts

Heritage Hotels & Resorts is a unique independently owned hospitality company that offers a collection of culturally designed hotels distinct in style. Each hotel celebrates the rich, multi-cultural heritage of the southwestern United States, drawing from a blend of Native American, Mexican, Spanish and American Western cultural and historical influences. Through their architecture, interior design, landscaping, entertainment, cuisine, art and music, Heritage Hotels & Resorts provides guests with an authentic, cultural experience and prides itself on the preservation of southwest heritage and culture.

Visit www.HHandR.com for more information on this unique collection of hotels, Hotel Albuquerque at Old Town, Nativo Lodge, Hotel Plaza Real, The Lodge at Santa Fe, Hotel Encanto de Las Cruces, Esplendor Resort at Rio Rico, and the newest member, Hotel St. Francis.

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