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**NATIVE NEW MEXICANS PURCHASE AAA FOUR DIAMOND LANDMARK
SANTA FE HOTEL**

***Heritage Hotels & Resorts Proud to Add Eldorado Hotel & Spa to its Family
of Properties***

SANTA FE, NM – (MAY 31, 2014) – Heritage Hotels and Resorts, Inc. announces today the purchase of the legendary Eldorado Hotel & Spa by a group of New Mexican families led by native New Mexicans, Jim Long and Randy Talbot. The Eldorado Hotel & Spa will join the other three Heritage Hotels & Resorts in Santa Fe including Hotel St. Francis, Hotel Chimayo de Santa Fe and the Lodge at Santa Fe, to create a very strong lodging presence in Santa Fe. This will be the first time in its history, that New Mexican families will own the property.

“The Eldorado Hotel & Spa is one of the premier properties in Santa Fe and New Mexico. We are excited to add this property to our collection of culturally designed New Mexico hotels,” explains Jim Long, CEO, Heritage Hotels & Resorts, Inc. “All of our Heritage Hotels & Resorts offer guests an authentic New Mexico cultural experience and tell a unique story about our rich heritage and history. The Eldorado Hotel will remain the premier Santa Fe property and enhance our presence in Santa Fe.”

Co-investor and native New Mexican, Randy Talbot adds, “Santa Fe is a world class traveler destination. We feel very fortunate for the opportunity, alongside the high quality and tenured Eldorado staff, to provide an experience at the very top of expectations during our visitors stay in this beautiful city and state.”

Heritage Hotels & Resorts, Inc. plan to keep the history and character of the Eldorado Hotel & Spa while expanding amenities and adding modern conveniences and improvements. The Eldorado employs 200 people. The hotel was built in 1986 and was designed by Santa Fe architect, Wayne Lloyd. Financing for the acquisition was provided

by Washington Federal and First National Bank of Santa Fe. Stu Sherman brokered the transaction.

Heritage Hotels & Resorts, Inc. will serve as the hotel management company.

ABOUT ELDORADO HOTEL & SPA:

Its inviting pueblo-style architecture, spectacular views of New Mexico's Sangre de Cristo Mountains and convenient location near many of Santa Fe's top attractions make the [Eldorado Hotel & Spa](#) a top choice for visitors.

The AAA Four Diamond Eldorado Hotel & Spa features:

- 219 well-appointed guest rooms, including six suites, each featuring rustic New Mexico Pueblo Revival décor with handcrafted native furniture and art. Many of the hotel's guest rooms and suites contain wood burning kiva fireplaces and offer extraordinary views of the Sangre de Cristo Mountains. In addition to Junior Suites and One-Bedroom Suites, the hotel offers a spacious 1,700 square foot penthouse Presidential Suite featuring a 2,200 square foot patio with a kiva fireplace and panoramic views of Santa Fe.
- Award-winning dining: Under the expert direction of Executive Chef Anthony Smith, The Old House restaurant specializes in 28-day dry aged ribeye steaks and contemporary global cuisine featuring the freshest seasonal ingredients from local artisan farms. As one of Santa Fe's most celebrated restaurants, The Old House has been honored by Zagat and has received the Robert Mondavi Culinary Award of Excellence and the Award of Excellence from Wine Spectator magazine.
- Over 22,000 square feet of meeting and event space: The Eldorado is home to Santa Fe's largest ballroom, the 4,320 square foot Anasazi Ballroom, as well as two additional ballrooms and nine other unique venues, including three technologically-advanced boardrooms. The hotel's largest event space is the 6,488 square foot Pavilion, currently tented to provide additional meeting and social event space.
- The full-service [Nidah Spa](#): Conveniently located off of the hotel's main lobby, and considered one of the top destination spas in New Mexico. Nidah Spa offers a full menu of massages, facials, scrubs, wraps and hair and nail services.
- Recreational amenities: The hotel's rooftop heated pool and hot tub offer a relaxing retreat where guests can take a dip while taking in the Santa Fe skyline. A well-equipped fitness center that includes treadmills, a weight machine, stair machines and free weights is located near the pool patio.

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About Heritage Hotels & Resorts

Founded by Jim Long in 2005, Heritage Hotels & Resorts is a collection of culturally distinct hotels in New Mexico and is the largest independent hotel chain in New Mexico. Through their architecture, interior design, landscaping, cuisine, art, entertainment and music, Heritage Hotels & Resorts provides guests with a very rich, authentic, cultural experience. Hotel Albuquerque at Old Town and Nativo Lodge are located in Albuquerque, NM; Hotel St. Francis, The Lodge at Santa Fe, Eldorado Hotel & Spa and Hotel Chimayo de Santa Fe are located in Santa Fe, NM; Hotel Encanto de Las Cruces is located in Las Cruces, NM; and Palacio de Marquesa is located in Taos, NM. Each Heritage Hotel donates a percentage of its revenue to cultural causes. The company and its affiliate companies provide over 1,500 jobs in NM. You can find Heritage on Twitter at @HeritageHtIs or on Facebook at [Facebook.com/HeritageHotelsandResorts](https://www.facebook.com/HeritageHotelsandResorts) or at www.hhandr.com

About Randy Talbot

A native New Mexican, Talbot has been leading companies in the insurance and financial services sector for 35 years. Since July of 2010, he has been Managing Director of Talbot Financial LLC, an investment advisory firm based in Bellevue, Wa. Previous to that, he served as a board member and CEO of Symetra Financial Corporation and president of Safeco Life. He currently serves on the boards of Washington Federal (WAFD) and Concur (CNQR), both Washington based Corporations. He is a graduate of the Albuquerque Academy, and currently serves on the Albuquerque Academy board of Trustees among other non-profit interests. He served for years on the Albuquerque Community Foundation Board. Talbot and his wife, Margaret, were founding members of the Future Fund, an important part of the Foundation today.

About Jim Long

A native New Mexican and graduate of the UNM School of Architecture, Long has founded numerous successful companies throughout his career, including Heritage Hotels, American Property, Southwest Brands, Synergy Ventures, etc. He has been involved in numerous philanthropic efforts, including reviving the 100-year-old Montezuma Ball that has raised nearly \$2 million for New Mexico charities. For the past six years Long has served as a board member and past president of the Spanish Colonial Society in Santa Fe. He recently founded the Kimo Foundation whose mission is to advance and enrich the artistic and cultural education of residents and visitors by

providing economic support to New Mexico cultural assets. He currently serves as an International Trustee of the Prado Museum in Madrid, Spain.

About Eldorado Hotel & Spa

Situated along the historic Santa Fe Plaza with a stunning backdrop of the Sangre de Cristo Mountains, the AAA Four Diamond [Eldorado Hotel & Spa](#) features 219 newly renovated and spacious guest rooms including select deluxe accommodations with a wood-burning kiva fireplaces and private terrace. Its signature, award-winning restaurant, The Old House, is lauded as one of Santa Fe's top dining experiences. The AGAVE Lounge is a hip gathering spot for specialty tequilas, cocktails and flavorful small plate appetizers. Considered one of the top destination spas in New Mexico, the hotel's Nidah Spa offers an array of body treatments, massages, wraps, facials and a full service nail salon for men and women. The Eldorado also features a roof top pool, whirlpool, fitness center and 22,000 square feet of meeting and event space. Nearby recreational activities include horseback riding, skiing, golf, kayaking and river rafting and can be coordinated through the hotel's concierge. The Eldorado Hotel & Spa is managed by Heritage Hotels & Resorts, Inc. and is a member of [Preferred Hotels & Resorts](#). For reservations and information call 800-955-4455 or visit www.eldoradohotel.com. To become a fan, check out the Eldorado's Facebook fan page www.Facebook.com/EldoradoHotelandSpa or Twitter page at www.Twitter.com/EldoradoHotel.