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LON'S AT HERMOSA INN EARNS ITS FIRST-EVER AAA FOUR-DIAMOND AWARD

(Paradise Valley, AZ) November 6, 2006-- The staff and owners of The Hermosa Inn in Arizona's prestigious Paradise Valley are celebrating a first in the 35-room boutique resort's 71-year history: a coveted Four Diamond Award for its critically acclaimed restaurant, Lon's. It is one of only 17 restaurants in the Phoenix/Scottsdale area to achieve this honor, which recognizes excellence in cuisine and service.

"This award is a significant milestone for Lon's and a well-deserved nod to our dedicated staff," said Mike Gildersleeve, general manager of The Hermosa Inn. "It has been among our primary goals since I arrived in early 2004 and accomplished through the enthusiasm and synergy between both hotel and restaurant staff. We are elated to have AAA acknowledge our culinary excellence and service standards."

The cornerstone of Lon's success is the artful American cuisine of its executive chef, Michael Rusconi, whose signature menu items include: Grilled Beef Tenderloin with white truffle scented macaroni and cheese and wilted greens, Coriander and Honey Lacquered Breast of Duck with sweet potato pie, and Ancho Spiced Grilled Salmon with caramelized fennel, heirloom potatoes and favas. LON's restaurant also boasts an award-winning wine list featuring 750 selections and a 6,000 bottle inventory.

AAA's Diamond Rating is the only rating system that covers all of North America including Mexico and Canada. To achieve a Diamond rating, a property undergoes multiple evaluations with a final decision made by a team of hospitality experts. Nearly 57,000 properties are evaluated by AAA's 65 full-time tourism editors. Only 3% of the properties are given the Four Diamond award.

Not only has Lon's earned the coveted *Wine Spectator* "Award of Excellence" since 1998, but the Hermosa Inn is ranked #71 on the list of "Top 100 Hotels" by *Condé Nast Traveler* magazine. The American Hotel & Lodging Association also recently honored The Hermosa Inn with the "Guest Relations Achievement Award" in recognition of their Points of Distinction program.

The Hermosa Inn was purchased in 1992 by Paradise Valley residents Fred and Jennifer Unger. Built in 1935 by cowboy artist Lon Megargee on 6-1/2 acres of prime Sonoran desert, the landmark property was meticulously restored by the Ungers to give guests an authentic sense of Arizona's unique history. In 2003, Lon's was expanded to include an underground wine cellar, a library, and a board room, designed with salvaged barn wood, vintage bricks and stone. Ruggedly handsome interiors which showcase the art of Megargee are found in the 35 individually decorated guest rooms as well as the restaurant and private dining rooms. Lushly landscaped patios, wood-burning fireplaces, and breathtaking views of Camelback Mountain beckon locals and visitors alike.

The Hermosa Inn is located at 5532 N. Palo Cristi, Paradise Valley, Arizona. For reservations and information, call 602-955-7878.

Editors Notes:

GENERAL MANAGER GILDERSLEEVE AND CHEF RUSCONI ARE AVAILABLE FOR PRINT AND BROADCAST INTERVIEWS. PLEASE CALL 602-266-4514 TO ARRANGE INTERVIEWS.

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