



LA POSADA
Work Play Stay

For Immediate Release

La Posada Hotel in Laredo, Texas Names Gene Belmares as Director of Sales & Marketing

LAREDO, TEXAS (July 16, 2007) – The historic, resort-like La Posada Hotel on the banks of the Rio Grande in Laredo, Texas has announced a key appointment: Gene Belmares as Director of Sales & Marketing. La Posada recently completed a \$15 million makeover that combines the hotel’s historic Spanish influence and colonial architecture with floor-to-ceiling renovations.

“We are excited to hire a professional with Gene Belmares’ expertise,” said Chuck Hedges of Palafox Hospitality, Ltd., owners of the hotel. “We are committed to providing our guests with an exceptional hotel experience and I am confident that with Gene’s contributions, La Posada will remain the hotel of choice for the area’s growing number of business and leisure travelers. ”

Belmares, a native of Laredo, has more than 25 years of sales and marketing experience. Previously, he was Division Sales and Marketing Manager for WestWind Homes, a leading homebuilder in South Texas. He also served as Sales Manager for Arguindegui Oil Company and as Sales Director for Thomas Petroleum Laredo.

Belmares is well known in Laredo City politics, elected to the City Council in 2002 and re-elected in 2006. He currently serves as Mayor Pro Tempore and on the Metropolitan Planning Organization. He is a graduate of United High School and attended Laredo Community College.

La Posada, located at 1000 Zaragoza Street in the historic district of downtown Laredo and within walking distance of the Mexico border, offers 206 spacious guestrooms – including 58 suites and 22 Concierge Club rooms – with authentic Spanish contemporary design, furniture by local artisans, fine artwork, and luxurious finishes throughout. While the original 1916 façade remains the same, the hotel’s reconstruction runs the gamut from a newly designed lobby and contemporary Spanish public spaces, to beautifully restored guestrooms with elegant interiors, spectacular courtyards and grounds, and updated technology with free wired and wireless internet access throughout. The hotel offers three restaurants and three lounges; new full-service complimentary business center; new, fully-equipped fitness center, two renovated swimming pools, and 15,000 square feet of flexible meeting space.

La Posada was recently named “Best Hotel” by the Texas Travel Industry Association (TTIA). For reservations, contact the hotel directly at 956-722-1701 or toll-free at 800-444-2099, or visit www.laposadahotel.com.

#####

Contact:

Leora Lanz
HVS Marketing Communications
516-248-8828, ext. 278
llanz@hvs.com