

PRESS RELEASE

CHAMINADE RESORT & SPA BECOMES TAG APPROVED

SANTA CRUZ, Calif. – November 5, 2009 – Chaminade Resort & Spa is now Travel Alternative Group (TAG) Approved, identifying the property as gay friendly in both its customer and employee relations.

Since 1992, The Travel Alternative Group (TAG) has been setting standards for fair practices for hospitality businesses around the world. To be TAG approved, a hotel must provide equal treatment in employment policies and benefits, train employees on diversity and sensitivity, empower customers and employees to be “watchdogs” of its gay and lesbian business practices and give support to the gay community and its programs.

Chaminade is proud to be TAG Approved and strives to treat all its guests with the best quality services and overall resort experience. For more information on the Chaminade Resort & Spa, please visit www.Chaminade.com.

###

Media Contact: Ashley Beleny
Account Executive
Armanasco Public Relations, Inc.
Telephone: (831)372-2259
Email: abeleny@armanasco.com

About Chaminade Resort & Spa

Chaminade, a Full Service Conference Resort, www.chaminade.com, offers world-class hospitality on the California Coast. Built high on a bluff, the mission-style luxury resort commands a panoramic view of the Monterey Bay and the Santa Cruz Mountains. Chaminade's superior location offers a sense of peaceful seclusion only minutes from world-renowned golf, beaches and downtown Santa Cruz. The remarkable setting, combined with the renowned quality and personalized service of Benchmark Hospitality International, keeps guests coming back time and time again. At Chaminade, our goal is to exceed the expectations of guests during their stay at one of the finest conference resorts in the Bay Area. Benchmark Hospitality International operates Chaminade.