

FOR IMMEDIATE RELEASE

Broughton Hospitality Ropes In New Lodging Destination

Kay El Bar Guest Ranch joins the Broughton Hospitality family of hotels.

Newport Beach, CA, December 17, 2009 –Broughton Hospitality Group announced today that it has partnered with Kay El Bar Guest Ranch in Wickenburg, Arizona, adding a unique destination property to the company’s growing portfolio of hotels.

Located 60 miles North of Phoenix, Kay El Bar Ranch is one of Arizona’s original dude ranches. Guests can stay in authentic, western-style casitas built from adobe, take part in daily trail rides by horseback, or test their city slicking skills by sorting cattle.

The partnership with Kay El Bar Guest Ranch is part of Broughton Hospitality’s commitment to offer guest more experiential stays. Broughton Hospitality President, Larry Broughton explains, “Guests of boutique and destination hotels are ultimately seeking an experience. Whether its rest and relaxation at an urban luxury hotel or an adventure at an authentic dude ranch, Broughton Hospitality is all about delivering that unique experience for each and every one of our guests.”

Kay El Bar Guest Ranch offers all-inclusive packages and features a heated swimming pool and hot tub, private guest lodges, nightly happy hour in the main lodge and select evening entertainment. For reservations, go to: www.KayElBar.com.

Broughton Hospitality Group is a hotel development and management company that specializes in boutique hotels and offers development and renovation services, daily hotel operations, sales and marketing and financial services for select independent hotel properties.

About Broughton Hospitality

Broughton Hospitality Group was founded in 2001 by Larry Broughton and was been named among the Top 100 hospitality management companies in the U.S. Broughton is a former U.S. Army Green Beret who was awarded Ernst & Young’s prestigious Entrepreneur of the Year Award, and named Vetpreneur of the Year by the National Veteran-Owned Business Association (NaVOBA). Broughton Hospitality currently owns and operates 13 boutique hotels throughout the country, with plans for aggressive expansion in 2010. For additional information, visit: www.BroughtonHospitality.com

Contact Information:

Erika Sime
Broughton Hospitality Group
714-848-2224
es@broughtonhospitality.com

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