



For Immediate Release

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**PETER LAFEMINA NAMED CHIEF FINANCIAL OFFICER,
COASTAL HOTEL GROUP**

SEATTLE, Washington (July 19, 2005) - Yogi Hutsen, President & Chief Executive Officer of Coastal Hotel Group has named Peter LaFemina as Chief Financial Officer. LaFemina, a veteran hospitality finance executive, oversees all corporate finance functions and provides strategic direction for the boutique hospitality management company. Together with the appointment last fall of Ed Schwitzky as Senior Vice President, Sales & Marketing, LaFemina's hiring bolsters the new Coastal Hotel Group senior leadership team.

Says Hutsen, "Peter not only brings a track record of innovation and strong property financial management, but also has the vision to help us grow our portfolio. We are very excited to have Peter as part of the Coastal team."

LaFemina joins Coastal Hotel Group with more than twenty years of financial management experience in the hospitality and gaming industries. Most recently, LaFemina directed a private, Las Vegas-based consulting practice concentrating in project finance, development, and analysis for clients throughout the US, Mexico, and Central America. LaFemina's previous positions included Chief Financial Officer for a publicly traded gaming and entertainment company, Vice President of Finance for Harrah's Las Vegas Resort & Casino, Corporate Director of Financial Planning & Analysis for Primadonna Resorts, Inc., and Chief Financial Officer at the Sheraton Desert Inn Resort & Casino.

Earlier in his career, LaFemina spent fifteen years with ITT Sheraton in various senior financial management positions and was twice awarded Controller of the Year honors. As Area Controller for corporate owned and managed properties on the West Coast, Peter was responsible for nine Sheraton properties comprising 4500 guest rooms.

LaFemina holds a Bachelor of Science degree from Cornell University's School of Hotel Administration and passed the Certified Public Accountant and Certified Management Accountant examinations.

Coastal Hotel Group is a privately held, Seattle-based full-service hospitality management company specializing in distinctive luxury hotels, resorts, inns and lodges. Established in 1987, Coastal Hotel Group has earned a reputation for providing remarkable lodging choices for the discerning traveler. The Coastal collection includes such unique properties as Salish Lodge & Spa outside Seattle, among the World's Best on the *Conde Nast Traveler* 2005 Gold List, and the Spindrift Inn in Monterey, named a Readers' Favorite by *Departures* magazine. For more information, visit www.coastalhotels.com or call 888-782-9244.

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