



Benchmark Appoints Robin Ide Director of Sales at Turtle Bay Resort

NORTH SHORE, OAHU, HAWAII, March 2005 ... Benchmark Hospitality International of The Woodlands (Houston), Texas, has appointed Robin Ide director of sales at Turtle Bay Resort, the landmark property located on Oahu's North Shore. Abid Butt, managing director, made the announcement.

Ms. Ide brings more than two decades of distinguished professional experience in the Hawaiian market to her new position at Turtle Bay Resort. This experience includes destination marketing through her previous employment with the Hawaii Visitors & Convention Bureau.

Most recently, she was sales manager for the Hyatt Regency Maui Resort & Spa, responsible for business originating out of the US Midwest, Canada, Australia and Europe. It was before this that Ms. Ide was regional director for the Hawaii Visitors & Convention Bureau, based in Chicago. She was account director, group sales, for the Sheraton Hotels Hawaii before joining the Bureau.

Earlier in her career, Ide served in sales positions of increasing responsibility for Mary Charles & Associates of Honolulu, the Doubletree Alana Hotel - Waikiki, and the historic Hotel Halekulani, located in Waikiki Beach.

Robin Ide is a graduate of the University of Hawaii. She is the past president of the Hospitality Sales & Marketing Association, Maui and Oahu Chapters, and past president of the American Business Women's Association, Na Wahine Holomua Chapter. In 1998, Ms. Ide was given the Starwood Hotels & Resorts "Sales Person of the Year Award" and the following year was presented the Sales & Marketing Executives "Sales Person of the Year Award."

Located on the North Shore of Oahu, the 880-acre Turtle Bay Resort recently completed \$60 million in renovations. Managed by Benchmark Hospitality International, the resort's accommodations include a 401-room hotel and The Beach Cottages at Turtle Bay Resort, 42 luxurious, beachfront cottages.

The resort has five miles of beachfront that include Kawela Bay, Kuilima Cove and Turtle Bay. It is the only resort on Oahu with 36 holes of championship golf: the George Fazio and Arnold Palmer courses. In addition to world class golf, Turtle Bay Resort is

rich in other recreation and resort amenities, including an exquisite new spa, two lushly landscaped oceanside pools, riding stables with ocean and trail riding, a full-service tennis center by Peter Burwash International, a surf school by Hans Hedemann and 12 miles of ocean-front hiking trails.

For reservations or more information, visit www.TurtleBayResort.com; e-mail tbrreservations@benchmarkmanagement.com or call toll free (866) 827-5327.

Turtle Bay Resort is a Preferred Hotels and Resorts Worldwide property - a collection of the world's finest independent luxury hotels. This prestigious designation is reserved for accommodations offering the utmost standards in product and service and is now held by only three resort properties in Hawaii. Turtle Bay Resort's accolades include:

- Conde Nast Traveler 2004 Annual Golf Poll, "Top 100 Golf Resorts"
- Resorts & Great Hotels "Connoisseur's Choice" Award 2004
- Meetings & Conventions 2004 Gold Key Award, Turtle Bay Resort
- Conde Nast "Hot List" 2003, The Beach Cottages at Turtle Bay Resort
- Travel + Leisure 2003, "Best Beach Escape"
- Elite Traveler Magazine 2003, "Top Five Spas in Hawaii"