

FOR IMMEDIATE RELEASE

Hospitality Industry Titans Harris Rosen, Jim D. Atchison to be inducted into Central Florida Hospitality Hall of Fame

ORLANDO, Sept. 30, 2008 -- President and COO of Rosen Hotels & Resorts, Harris Rosen and president and COO of Busch Entertainment Corporation Jim D. Atchison, will be inducted into the Central Florida Hospitality Hall of Fame on Saturday, Apr. 18, 2009.

The Hall of Fame has been established by the Rosen College of Hospitality Management at the University of Central Florida to honor outstanding community leaders for their service and commitment to the Central Florida hospitality industry.

The honorees were selected after consultations with the faculty and staff of the Rosen College and industry executives. Rosen College Dean Dr. Abraham Pizam will present the two inductees with Steuben crystal pineapple awards, the symbol of the hospitality industry, and both honorees will be pictured with plaques on the hall of fame at the Rosen campus.

Harris Rosen is the president and chief operating officer of Rosen Hotels & Resorts, the largest independently owned hotel chain in Florida. After spending the early years of his career working for other major hotel groups, including Walt Disney World, Rosen purchased his first hotel in 1974. Since then, he has added six hotels to his portfolio, for a total of four leisure hotels and three convention properties. Combined, Rosen Hotels & Resorts comprise 6,300 rooms and more than six percent of Orlando's total hotel inventory.

Rosen is a charter member of the UCF Board of Trustees. In 2000 he donated a 20-acre site and approximately \$10 million to the University of Central Florida to build the Rosen College of Hospitality Management. He also provided a \$2 million scholarship endowment for UCF, which has been matched by the State.

As well as Rosen's commitment to UCF, he spearheaded the multi-million dollar Tangelo Park Pilot Program, which has provided 350 high school seniors with full college scholarships over the last 13 years. Rosen is also a member of the Cornell Society of Hotelmen, and the Waldorf Astoria Distinguished Alumni Association, he is also the past President of the Orlando/Orange County Convention and Visitors Bureau. He currently serves on the board of directors of the YMCA Aquatic Center.

Jim D. Atchison is the president and chief operating officer of Busch Entertainment Corporation. He began his career with the company in 1985, has held leadership positions in park operations, finance, business analysis and marketing and has worked at six of the 10 Busch Entertainment Corporation parks.

From 2003 to 2007, Atchison served as the executive vice president and general manager of the company's three flagship parks based in Orlando: SeaWorld Orlando, Discovery Cove and Aquatica. He is recognized within the business and tourism industry for his strategic vision, ability to foster teamwork, and as a strong communicator. Through his leadership, the Orlando parks have achieved record attendance and growth, revolutionized entertainment offerings, accomplished unprecedented guest satisfaction ratings, and reached new heights in employee communication and job satisfaction.

(Continued)

(Continued from page 1)

The inductions will be part of the 2009 Grande Hospitality Gala, an annual event that supports the UCF Rosen College and its various programs. The 2009 event will be held at the Disney Contemporary Resort. The reception will begin at 6 p.m., with dinner and the induction ceremony beginning at 7 p.m.

About the College

Located in the heart of the tourism and hospitality industry, Orlando, the Rosen College of Hospitality Management is dedicated to the values of professionalism, leadership and service. The mission of the Rosen College of Hospitality Management is to develop future generations of global hospitality and tourism leaders representing all industry segments in the hospitality capital of the world, through innovative academic programs, cutting edge research and strong industry and community partnerships.

###