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**THE PARK VISTA – A DOUBLETREE HOTEL - GATLINBURG CELEBRATES
\$11 MILLION RENOVATION WITH NEW LOOK AND NEW NAME**

*Extensive Hotel Refurbishment Project in Popular Tennessee Resort Town
Brings New Look, New Rewards and New Affiliation with Doubletree*

GATLINBURG, Tenn. (August 20, 2010) – [Doubletree® Hotels](#) is proud to announce the opening of the [The Park Vista – A Doubletree Hotel – Gatlinburg](#). Prior to becoming a Doubletree, this 300-room, circular landmark hotel which rises high above the Great Smoky Mountains and the popular leisure destination of Gatlinburg completed an \$11 million renovation project. The upscale hotel now offers a stylish, full-service hotel experience with contemporary guest rooms, modern meeting and event space, delicious dining offerings and more.

“We are proud to open our tenth Doubletree hotel in Tennessee in the great city of Gatlinburg,” said Rob Palleschi, global head, Doubletree Hotels. “The Park Vista – A Doubletree Hotel – Gatlinburg has undergone an outstanding transformation, which has truly revived one of this city’s landmark buildings. The rebirth of this hotel as a Doubletree, through extensive efforts and reinvestment by the hotel’s owners and management teams, is a great example of our brand’s strategic development commitment to provide today’s travelers with refreshingly unexpected hotel experiences in exciting business and leisure destinations.”

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The hotel is owned by RB Hotel Park Vista, LLC, a subsidiary of Rockbridge Capital, LLC, under a franchise agreement with a subsidiary of Hilton Worldwide. Davidson Hotel Company, one of the nation's largest independent hotel management companies, managed the renovation project and will continue to manage the property.

“As our third hotel in Tennessee and fourth Doubletree property, The Park Vista – A Doubletree Hotel – Gatlinburg will benefit greatly from shared services and economies of scale,” said Pat Lupsha, Davidson’s chief operating officer. “Memphis is our home base, and we are especially attuned to Tennessee’s local and regional markets. With the renovation now complete, we fully expect this rejuvenated property to become a leading destination for visitors to the Great Smoky Mountains and East Tennessee.”

Situated within a day’s drive of most major cities in the Southeast U.S., The Park Vista – A Doubletree Hotel – Gatlinburg is located directly on the Gatlinburg Trolley routes – which provides car-free access upon arrival to a multitude of year-round attractions, from aquariums and museums to whitewater rafting and thrill rides. The Great Smoky Mountains National Park and the Historic Arts & Crafts Community as well as legendary Dollywood Theme Park also are just moments away from the hotel.

The Park Vista – A Doubletree Hotel – Gatlinburg has been designed with a timeless contemporary Arts & Crafts feel with beautiful wood elements throughout the public space as well as exquisite stacked stone accents. Vivid replicas of vintage photography and travel posters celebrating the Great Smoky Mountains National Park further celebrate the destination.



Smartly appointed with just the right blend of style and amenities, guestrooms at this 100% non-smoking hotel are designed in warm reds, coppers, golds and browns, accessorized by leather and wood accents. The hotel’s 276 spacious guestrooms and 24 specially designed king and family suites offer such upscale residential style comforts as the brand’s signature Sweet Dreams by Doubletree Sleep Experience, high-speed internet access, 42” flat screen LCD televisions, mp3 compatible stereo clock radios, refrigerators, Wolfgang Puck gourmet coffee service and Neutrogena® bath and body products.

The Park Vista – A Doubletree Hotel – Gatlinburg provides an outstanding conference center with more than 25,000 square feet of meeting space. The hotel features a 10,200 sq.ft. grand ballroom, a 3,200 sq.ft. exhibit hall, a selection of smaller ballrooms, an executive boardroom and a 5,200 sq. ft. lawn ideal for spectacular outdoor events. As part of the hotel's enhancements, all function space has been equipped with state-of-the-art audio visual equipment. These updated amenities, combined with a professional staff that is available to assist with all aspects of conventions, business meetings, seminars, weddings and other social functions, make The Park Vista – A Doubletree Hotel, Gatlinburg an ideal Great Smoky Mountains location for any type of event.

Just off the soaring atrium lobby of The Park Vista – A Doubletree Hotel -- Gatlinburg, a great new menu and experience awaits at *The Vista Grill*, with refreshing beverages and modern American favorites. Guests enjoy Southern-inspired menu selections in a welcoming and casual atmosphere, with an outdoor patio dining area that presents an inspiring setting for breakfast, lunch and dinner. *Firefly's Patio Lounge* features an outdoor patio complete with a firepit and amazing views of the Great Smoky Mountains, where guests can relax the day's cares away with great beverages, or a casual dinner and appetizers.

In addition to providing numerous options for dining and socializing, The Park Vista – A Doubletree Hotel – Gatlinburg presents a variety of ways on property for guests to unwind and have fun. A heated, indoor multi-tiered pool with waterslides is an attraction in itself, where funseekers can climb the steps to reach the peak and embark on a slide that winds through and around the trees, finally splashing you into a large pool below. There are several other water activities, a whirlpool, a family arcade and an outdoor playground all located in and around the pool area. For guests who want to keep their workout program on track while traveling, a state-of-the-art fitness facility equipped with the latest in cardio and weight training equipment by Precor® Fitness is available.

"The friendly and attentive hotel team at The Park Vista – A Doubletree Hotel - Gatlinburg welcomes all visitors. Whether it is your first visit or one of many we trust you will enjoy the great improvements we've made including a refreshingly upscale lodge environment, an outstanding guest rewards program and as always our distinctive Southern hospitality. Of course, it all starts with the brand's legendary warm chocolate-chip-cookie welcome whenever they visit Gatlinburg," said Jackelyn Schafer, hotel general manager.

Located just 30 minutes from Gatlinburg-Pigeon Forge Airport and 60 minutes from Knoxville McGhee-Tyson Airport, The Park Vista – A Doubletree Hotel, Gatlinburg is located at 705 Cherokee Orchard Road, Gatlinburg, Tennessee 37738. For more information on The Park Vista – A Doubletree Hotel – Gatlinburg, visit the hotel's website at www.theparkvistagatlinburg.doubletree.com, call 1-800-222-TREE in the U.S. and Canada or contact the hotel directly at 865-436-9211.

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About RockBridge

RockBridge provides capital to the hospitality industry through its RockBridge Hospitality Funds and First Mortgage Investment Program. The principals of RockBridge have formed and managed nine investment funds totaling nearly \$1 billion, across multiple platforms with both institutional and private investors. Focused on creating value for their hotel operating partners, RockBridge invests first mortgage, mezzanine, and equity capital in hotels throughout the U.S. Since 1992, RockBridge has invested in over 325 assets nationwide with aggregate transaction capitalization of nearly \$5 billion. For additional information about RockBridge, visit www.rockbridgecapital.com.

About Davidson Hotels

Headquartered in Memphis, Tenn., Davidson Hotel Company is an award-winning, full-service hotel owner and third-party management company that provides management, development/renovation, acquisition, consulting and accounting expertise for the hospitality industry. The company currently owns and/or manages 41 upscale, independent and branded hotels with more than 11,600 rooms across the United States, including such affiliations as Westin, Marriott, Hyatt, Hilton, Sheraton, Embassy Suites, Doubletree, Renaissance, Radisson, Crowne Plaza, Hilton Garden Inn and Holiday Inn. Additional information on Davidson may be found at the company's Web site, www.davidsonhotels.com.

About Doubletree Hotels

With a growing collection of contemporary, upscale accommodations in more than 230 gateway cities, metropolitan areas and vacation destinations worldwide, Doubletree Hotels are distinctively designed properties that provide true comfort to today's business and leisure travelers. From the millions of delighted hotel guests who are welcomed with the brand's legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton HHonors® guest reward program, each Doubletree guest receives a satisfying stay wherever their travels take them. To make reservations at any Doubletree hotel, travelers can visit our website at www.doubletree.com, contact their preferred travel professional or call 1-800-222-TREE in the U.S. and Canada.

About Hilton Worldwide

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 91 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,600 hotels and 600,000 rooms in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®. For more information about the company, visit www.hiltonworldwide.com.