

For Immediate Release

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Brendan Carlin Named Managing Director of The Joule, a Luxury Collection Hotel

Goal is to Make Hotel Social Epicenter of Downtown Dallas

DALLAS, June 28, 2010—The Joule, a Luxury Collection Hotel located in Dallas, today announced that Brendan Carlin has joined the hotel as managing director and chief experience officer. He will be responsible for the hotel's operations and will oversee a multi-million expansion of the property, which is slated to begin in February.

Carlin brings more than 17 years of innovative, luxury hotel experience to The Joule. Previously, he was general manager of Aspen's iconic Hotel Jerome. He is the former general manager of The Mosaic Hotel Beverly Hills, a well regarded boutique hotel frequented by Hollywood celebrities. His background also includes experience with Ritz-Carlton Hotels & Resorts, InterContinental and Westin.

"The opportunity to play a role in the implementation of our owner Timothy Headington's vision for the resurgence of the Main Street District was compelling," Carlin said. "My goal is to create an environment that makes The Joule the social epicenter of downtown Dallas. We intend to deliver a singular personal experience that makes the property the most favorably rated hotel by guests in Dallas."

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Carlin will oversee an expansion that will add 32 guest rooms, a rooftop garden, a second, world-class restaurant and a full-service spa. “We will further integrate our fine dining Charlie Palmer’s restaurant and the PM Lounge, the city’s hippest club, into the total hotel experience,” he noted. “Combining these great assets with the upcoming expansion will allow us to deliver a memory-making experience for every guest.”

Carlin has a long history of active community support and will become involved with a number of civic and charitable activities.

About The Joule, A Luxury Collection Hotel

The Joule, A Luxury Collection Hotel, came to life in 2007 after a complete restoration and renovation of the former Dallas National Bank Building, which opened 80 years earlier. Adam D. Tihany’s award-winning design and style transformed the 1920’s Neo-Gothic building into a 21st century marvel with 129 gracious and internationally acclaimed guest rooms and suites.

Beginning with the sophistication of the cantilevered rooftop pool and a balance between contemporary design and restored historic finishes, including a \$22 million art collection, the hotel stands apart. The PM Nightlife Lounge is one of the city’s most popular high energy gathering places, and Charlie Palmer at The Joule is recognized for its progressive American cooking, a style built on innovative flavor combinations with a deep and lasting infusion of classical French cuisine. The hotel also houses the Next Vintage Wine Shop, which provides guests with the opportunity to shop from the hotel’s trademark, eclectic collection of food-forward wines at retail pricing. Additional information may be found at the company’s website: www.thejouledallas.com.