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FOR IMMEDIATE RELEASE

**THE COLONY RECEIVES THE PRESTIGIOUS
AMERICAN EXPRESS – FLORIDA RESTAURANT & LODGING ASSOCIATION
EXTRAORDINARY ACHIEVEMENT AWARD**

LONGBOAT KEY, FL – (January 28, 2009) The Colony Beach & Tennis Resort was honored on January 25 by the Florida Restaurant & Lodging Association as the recipient of the **2008 American Express – FRLA Extraordinary Achievement Award**. The award is voted on by FRLA members and is based on criteria including, market impact, leadership within the industry, visibility and community involvement. Katie Klauber Moulton, President and General Manager of The Colony, was specifically recognized for her leadership as the past Chairman of the Florida Hotel & Motel Association, an organization for which she helped lead in the transition to forming the Florida Restaurant & Lodging Association. While Chairman she and other members of the Lodging Advisory Council helped craft the By-Law revisions and the Board reorganization that formally established FRLA and, as a result created the largest and most powerful association in the state of Florida. Katie remains closely involved in key FRLA initiatives such as the Florida Bed Tax Coalition, and is committed to the education of future leaders through her ongoing work with the University of South Florida School of Hotel & Restaurant Management at the Sarasota-Manatee campus. Katie also serves on the National Hotel and Lodging Association as a board member of the distinguished resort committee as well as representing the industry's interests as a member of the Florida Council of 100, Tampa Bay Partnership and Tourist Development Council and Economic Development Corporation.

When presenting the award, Linda Marshall, Regional Vice President and General Manager for American Express, cited The Colony as a valuable merchant partner and renowned destination since 1973, and how the resort has been able to maintain a unique, personal family touch under the leadership of its Chairman, Dr. Murf Klauber and his daughter, Katie. Upon receiving this latest accolade for the venerable resort, Moulton added, "To be honored by a group of industry leaders is an especially rewarding experience. My father and I have an obvious commitment to an industry and a property that we have both devoted ourselves to for decades. Being recognized for something that you are inherently passionate about is very gratifying. Our entire staff joins me in celebrating this wonderful recognition because it is the result of a true "family" commitment of all employees that has allowed us decades of successfully meeting the individual expectations of each of our guests and, at the same time contributing to the industry as a whole."

The Colony Beach & Tennis Resort, located off the coast of Sarasota on the Gulf shores of Longboat Key, was opened in 1969 by Dr. Murray "Murf" Klauber and continues to be family owned and operated. Katie Klauber Moulton, serves as The Colony's President and General Manager. Moulton was the 2001 recipient of *HOTELS* magazine's "Independent Hotelier of the World" award. Recognized for excellence by *Tennis* magazine, *Travel & Leisure*, the *Robb Report*, *Zagat's*, *Parent* and *Child* magazines, the *DiRoNA Guide*, *Gourmet* magazine and the Fine Dining Hall of Fame, The Colony offers 208 beautifully equipped villa suites and 26 "specialty accommodations" ranging from charming cottages on the beach to one-of-a-kind penthouses, three waterfront restaurants, championship tennis on 21 courts and designer shopping. Over the past 39 years, The Colony has prioritized world-class hospitality to bring its guests a vacation like no other. For more information on The Colony Beach & Tennis Resort, visit www.colonybeachresort.com or call 941.383.6464.