

The Algonquin Resort Launches New Bi-Lingual Website

St. Andrews-by-the Sea Destination Prominently Featured

St. Andrews-by-the Sea, New Brunswick - - - August 20, 2013 - - The Algonquin Resort in St. Andrews-by-the Sea, New Brunswick launched www.algonquinresort.ca its new bi-lingual (English/French) website, that captures the hotel's soon-to-be completed, multi-million dollar renovation and entry into Marriott's exclusive Autograph Collection of hotels. The hotel will re-open as a year round resort early this fall.

“It's an interesting challenge to reflect the charm and old world elegance of a 19th century hotel while using 21st century technology,” said Mark Gascoigne, president Trampoline branding of Halifax, Nova Scotia, who developed the site. “Today's guests expect to be able to thoroughly explore a resort via its website and book a vacation, but we didn't want technology to overshadow the hotel's unique qualities. I think we've threaded that needle pretty well.”

In addition to the expected elements like descriptions and photos of every room category, restaurant menus and direct booking capabilities, www.algonquinresort.ca enables guests to plan their stay by offering full- and multiple-day itinerary suggestions and direct links to area attractions, such as Kingsbrae Gardens, Off-Kilter Bike Tours and Fundy Tide Runners, a local whale watching operation. Guests also can book tee times at The Algonquin's top rated golf course and enroll in Marriott Rewards.

“The Algonquin is a Canadian landmark and a vital part of the St. Andrews-by-the Sea community,” said Tim Ostrem, general manager. “We felt it was important to use our website, and the incredible reach that comes from our affiliation with Marriott and the Autograph Collection, to market the entire destination.

“St. Andrews and The Algonquin have a very symbiotic relationship, not only from the standpoint of the guest experience, but also from a business standpoint,” Ostrem continued. “What’s good for one is good for all, which is why we were very careful to showcase the entire town on our site.”

The site also will showcase the hotel’s Twitter feed, a regularly updated blog and curated TripAdvisor reviews. Guests will be able to post to their own Twitter, Facebook and other social media channels directly from the website and the hotel’s Facebook and Pinterest pages will be used to celebrate all things St. Andrews for further showcase the destination.

For additional information about The Algonquin Resort, please visit the website at www.algonquinresort.ca.

About the Algonquin Resort

A Maritime tradition in its second century of impeccable service, The Algonquin Resort is a Canadian landmark evoking the sensibilities of a distant past and offering a respite from contemporary life. Overlooking the picturesque Passamaquoddy Bay, in St. Andrews by the Sea, New Brunswick, the 234-room Tudor-style “Castle-by-the-Sea” has been welcoming guests including heads of state, royalty and vacation and business travelers since 1889.

Following a meticulously executed \$30 million renovation, The Algonquin will reopen in this summer as a member of The Autograph Collection by Marriott, a collection of independent luxury hotels, selected for their individual character and originality. The Algonquin is the first hotel in Canada to be chosen for membership in this elite family of properties.

About New Castle Hotels & Resorts

The Algonquin Resort is operated by Shelton Conn. based New Castle Hotels & Resorts, an award-winning independent third-party hotel manager, owner and developer with 30 hotels

and resorts and nearly 5,000 rooms under contract or in development. New Castle's growing portfolio of hotels spans 10 states and three Canadian provinces and includes several of Canada's historic landmark resorts. The privately-held company was established by CEO, David Buffam in 1980 and consistently ranks among the top hotel management and development companies in North America. New Castle is a preferred operator for diverse brands within the Marriott, Hilton and Starwood families. For additional information, please go to www.newcastlehotels.com.

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