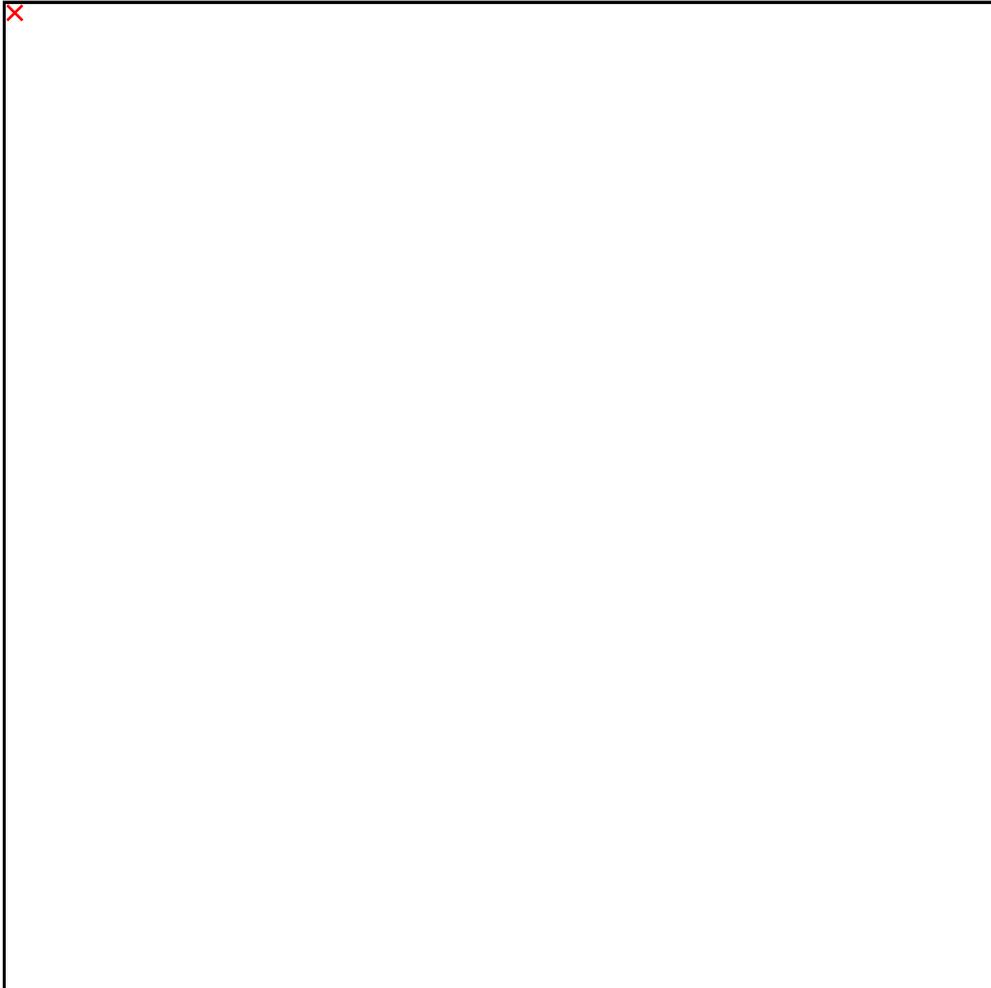


BENCHMARK®, a global hospitality company, Expands in Midwest Adds The Abbey Resort and Avani Spa, Lake Geneva, Wisconsin

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The Woodlands (Houston), Texas, March 1, 2018 ... BENCHMARK®, a global hospitality company, is expanding its presence in the Midwest by adding The Abbey Resort and Avani Spa to its Benchmark Resorts and Hotels® brand portfolio. Set on 90 wooded acres along the shores of Geneva Lake, the year-round resort draws vacationers, corporate groups and sports enthusiasts to its scenic location. Situated in Fontana-on-Geneva Lake, just 75 miles from downtown Chicago and 45 miles from Milwaukee, the area has a long history as a vacation retreat for wealthy industrialists and is known for its quaint towns and historic homes as well as its spectacular lake, woodlands and the area's unique 26-mile Geneva Lake Shore Path hiking trail. The Abbey Resort joins Benchmark's other noted Midwestern properties, including Racine, Wisconsin's legendary Wingspread Retreat & Executive Conference Center and Chicago's Eaglewood Resort & Spa.

"We are very excited to expand our presence in the Midwest with such a prominent resort in an area of stunning natural beauty and historic interest," says Benchmark CEO Alex Cabañas. "The Abbey Resort has perfectly preserved its remarkable setting while looking to the future with vision and contemporary, experiential offerings for its guests."

"We are delighted to be moving forward with such a highly esteemed, well-respected hospitality management provider as Benchmark," said Cary Kerger, owner of The Abbey Resort and Avani Spa. "With the expertise and elite customer service of the Benchmark Resorts and Hotels brand portfolio, this new partnership is an excellent match for The Abbey Resort's top priority of providing an exceptional guest experience."

The Abbey Resort has recently completed significant updates and renovations to enhance the property's guestrooms, restaurants, meeting spaces, public spaces, the Avani Spa and the striking A-Frame roof exterior that is the resort's signature.

The newest project included the creation of a cutting-edge virtual entertainment venue, where high-powered virtual reality PCs allow guests to not only play games but to be part of them. At the Immersion Cinema, guests enjoy the latest films, sports events and other programming, and the accompanying Immersion Café is open for snacks and drinks. Corporate groups at the resort find this venue a unique spot for presentations, teambuilding and informal gatherings.

Recreational activities at The Abbey Resort beckon guests throughout the year. In the summer there's golf at nearby courses, watersports, sailing and fishing on the lake and swimming in indoor/outdoor pools. In the winter, guests take to the slopes, ski cross country, snow-shoe or even ice-skate on the ice rink located harbor-side at The Abbey Resort.

With 40,000 square feet of indoor/outdoor meeting space and more than two dozen flexible meeting rooms, The Abbey Resort can host a wide variety of events and conferences. Lakeside weddings and celebrations, exclusive executive board meetings and high-powered corporate conferences of any size are flawlessly organized in these dynamic, flexible spaces. The Harbor Ballroom offers 10,000 square feet of divisible space and a separate conference center provides an additional 6,000 square feet. Dedicated event coordinators and an onsite audiovisual team can assist in every step of the planning process, from catering to tech support. The Abbey Group Pursuits professionals bring teambuilding to new levels with entertaining and interactive experiences that can include hands-on sailing on Geneva Lake or virtual reality games in the Immersion entertainment venue. The Abbey Resort offers a range of customizable meeting packages, including the signature Benchmark Conference Plan.

Fresh from the recent refurbishment, all 334 guest rooms, suites and 14 vacation villas combine casual chic with contemporary comforts in a gorgeous lakeside setting. All rooms include flat-screen HDTV, and complimentary coffee and coffeemaker.

Five exceptional restaurants and bars offer dining options for every taste. The signature restaurant, 240° West, puts a contemporary Midwestern spin on classic American dishes in a picturesque setting overlooking Geneva Lake. On weekends, Bar West serves delicious bar snacks and great libations accompanied by live music. For casual dining and family fare, there's the Waterfront, known for house-smoked barbecue, outdoor dining and live weekend musical entertainment. Café Latte provides Starbucks coffee, breakfast treats and freshly prepared grab n' go items. Private events from weddings to corporate receptions are catered in the beautifully appointed Porto, a striking area located inside the resort's A-frame, designed to host memorable occasions.

Guests of the remodeled 35,000 square foot Avani Spa can take advantage of an array of customized spa and beauty services with massage, facials and body treatments for women, men and teens. The salon offers hair styling, nail care and make-up services. Guests of the Avani Spa also have access to the spa's private sunlit Atrium pool, whirlpool and the state-of-the-art fitness center. Several lavish packages are offered, from the Oh Baby Expectant Mom Spa Package, including a pregnancy massage, to the signature Rejuvenate Day Package.

About The Abbey Resort and Avani Spa

As the only full-service resort located directly on the shores of Geneva Lake, The Abbey Resort and Avani Spa caters to guests ranging from families and couples to weddings and corporate groups. Continuing in its commitment to constant improvement, the resort recently completed major property renovations, including updates made to guest rooms; restaurants, bars and coffee shop; meeting and banquet facilities; Avani Spa; common and lounge areas including the entryway and lobby; the exterior and A-frame and; outdoor pool amenities. Located just 80 miles from downtown Chicago and 50 miles from Milwaukee, The Abbey Resort boasts a breathtaking setting on 90 acres of beautifully manicured grounds, award-winning dining and banquet facilities, nearby championship golf courses, a wide range of outdoor activities and the on-site 35,000 square-foot Avani Spa.

About Benchmark Resorts & Hotels®

Benchmark Resorts & Hotels® features the finest in lodging, dining, recreational and meeting accommodations. Featuring unique and distinctive properties renowned for exceptional service and for

creating unforgettable memory-making experiences, it is the signature portfolio of BENCHMARK®, a global hospitality company, which has been a leading US-based hospitality management company for nearly 40 years. Many Benchmark Resort & Hotels' properties are certified by IACC, the association that represents the finest meeting venues and services globally, and many have also been recognized with the coveted Benchmark Conference Centers® certification of meeting excellence. www.benchmarkresortsandhotels.com. To become a fan on Facebook, visit www.facebook.com/BenchmarkResortsandHotels Follow us on Twitter at <https://twitter.com/BenchmarkHotels>, on Instagram at www.instagram.com/benchmarkresortsandhotels, and on Pinterest at www.pinterest.com/benchmarkhotels

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