



La Jolla Beach and Tennis Club, Inc. Implements New Group Sales Team

La Jolla, Calif. (March 14, 2008) – The La Jolla Beach and Tennis Club, Inc. is pleased to announce the promotion of Amy Lassalette, director of sales, and Shane Roberts, sales manager, who will now oversee group sales and corporate accounts for the La Jolla Beach and Tennis Club in addition to the La Jolla Shores Hotel.

Lassalette began her career with La Jolla Beach and Tennis Club, Inc. in October 2003 as a catering sales coordinator, and was promoted to catering sales manager in April 2004. She then moved into the role of catering director for La Jolla Shores Hotel in December 2006. Lassalette was promoted to director of sales for La Jolla Shores Hotel in June 2007.

Roberts began his career with La Jolla Beach and Tennis Club, Inc. in July 2007 as sales manager for La Jolla Shores Hotel. Prior to joining the La Jolla Shores Hotel sales team, he served as sales manager for Hilton Corporation and The Grande Colonial as a front office supervisor.

In their new roles, Lassalette and Roberts will be responsible for selling and developing volume accounts in all corporate travel markets including group and individual travel. Additional responsibilities include representing the La Jolla Beach and Tennis Club and the La Jolla Shores Hotel at industry tradeshow and meetings in order to promote the two resort hotels as unique travel destinations to the group market.

The La Jolla Beach and Tennis Club is currently finishing a complete remodel of its oceanfront guest suites, located on the resort's private beach. The remodeled suites feature all new carpet, draperies and luxurious Sealy Posturepedic bedding, flat screen televisions, iHomes, complimentary internet and thoughtful amenities. The resort offers a variety of indoor and outdoor meeting and banquet facilities, 98 guest rooms, on-site recreation and oceanfront dining.

The La Jolla Shores Hotel is currently undergoing the first phase of a complete guest room remodel to be completed prior to summer 2008. The remodeled rooms feature new furniture, flat screen televisions, new carpeting, pillow top beds and additional amenities. The hotel features over 7,500 square feet of meeting and banquet facilities, 128 guest rooms and an oceanfront restaurant and bar.

For more information regarding group sales, call (858) 551.4650, email Sales@ljbtc.com, or visit www.LJBTC.com.

La Jolla Beach and Tennis Club, Inc. is a fourth-generation, family-owned and operated company dedicated to the operation of a 14-acre beachside resort and private membership club in La Jolla, California. The resort includes three properties including the exclusive 98-room La Jolla Beach and Tennis Club, the 128-room oceanfront La Jolla Shores Hotel and the historic Marine Room restaurant. Resort amenities include 14 championship tennis courts, a nine-hole par-3 golf course, two swimming pools, two additional oceanfront restaurants and cocktail lounges and one of Southern California's only private beaches.

La Jolla Beach and Tennis Club, Inc. is located at 2000 Spindrift Drive, La Jolla, Calif.; (858) 454.7126; www.ljbrtc.com.

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Note to Editors: Photos available upon request.

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