

FOR IMMEDIATE RELEASE

Rosen Hotels & Resorts' In-House Associate Healthcare Program Continues to Win Local, National Acclaim

Orlando Hotelier Harris Rosen Earns Recognition from *Orlando Business Journal* and American Heart Association for Commitment to Wellness and Prevention

For more information, contact:

Mary Deatrick, DPR, 407-332-5212, mary@deatrickpr.com

Follow us on Facebook@RosenHotels

Follow us on Twitter@RosenHotelsOrl

ORLANDO (Nov. 19, 2009) – Orlando hotelier Harris Rosen and the innovative and cost-saving associate healthcare program that he started 18 years ago at Rosen Hotels & Resorts, has once again earned local and national acclaim. Rosen was recently recognized by the *Orlando Business Journal* (OBJ) as one of only two “2009 Employer Health Care Heroes” for his commitment to providing associate wellness programs and affordable healthcare for associates and their dependent families — approximately 4,500 people in all.

The company was also named a “Gold Level Start! Fit Friendly Company!” by the American Heart Association and was listed in the Sept. 28th issue of *Fortune* magazine. The award is intended to be a catalyst for positive change in the workplace in Orlando and across America and recognizes companies that demonstrate progressive leadership by making the health and wellness of their employees a priority. The Gold Level award signifies that Rosen Hotels & Resorts is committed to providing physical activity and wellness for its associates, providing healthy eating options at work, promoting a wellness culture and implementing American Heart Association criteria in terms of physical activity, nutrition and culture.

“We are extremely grateful to receive these awards at the local and national level because it helps to spread the word among the community, other corporations, and elected officials that there are indeed successful and cost-effective solutions to the healthcare crisis,” said Harris Rosen, President and COO of Rosen Hotels & Resorts. “Our program proves you can do what’s right for employees and still save money.”

Rosen Hotels & Resorts was recognized in 2008 with one of only nine Apex awards from *hub* magazine, the official publication of UnitedHealth Group. Companies representing more than 1.4 million employees were considered for the Apex award, yet Rosen Hotels & Resorts emerged as one of the nation’s leaders.

Recently, members of the United States House of Representatives, Congressman Alan Grayson (FL-8) and Congressman Frank Pallone (NJ-6 and House Subcommittee Chair on Health) met with

-more-

Rosen Hotels & Resorts Healthcare_Page 2

Harris Rosen and toured the Rosen Medical Center to see the innovative program at work and to take the information back to Washington.

Rosen's program focuses on preventative care including annual physicals, well-baby care, weight management and smoking cessation, and also provides dental, mental and pharmacy benefits. The medical center employs two full-time primary care physicians, two nurse practitioners, a full-time social worker, a part-time podiatrist and a part-time dietician. The state-of-the-art, 4,000-square-foot clinic also boasts onsite services including lab, X-ray, electrocardiograms (EKGs), disease management and workers compensation. Unlike many practices in which patients must make an appointment several days in advance, Rosen associates with emergency needs are seen the same day so they can recover more quickly.

Additionally, a team of registered nurses is on call around the clock, 365 days a year to address urgent health care concerns. Primary care visits cost only a \$5 co-payment while pediatric care, smoking cessation and diagnostic testing are complimentary. And, an agreement with Florida Hospital provides affordable access to specialists for a \$15 co-pay. The 50 most common prescription medications are free and other drugs are available with low co-pays. For the majority of employees the cost is \$14.75 each week, while family coverage is typically \$48.25 per week. Better yet, employees don't have to clock out to visit the medical center, and transportation is provided free from Rosen hotels to the medical center, which is located at the Quality Inn International on International Drive. The 28 member staff speaks English, Spanish and Creole to better serve the Rosen Hotels & Resorts' diverse employee base, 40 percent of whom are from Haiti, Central or South America.

Rosen estimates that a conventional health insurance plan would cost approximately \$8-10 million more annually. The company saves \$8 for every \$1 it puts into the medical center and its workers' compensation costs are half the industry average.

Over the past 35 years, Rosen Hotels & Resorts has grown from 256 to approximately 6,300 rooms, approximately six percent of the total guest rooms in Central Florida. Today, the Rosen family of hotels, which includes the AAA Four Diamond Rosen Shingle Creek, the award-winning Rosen Centre and Rosen Plaza, and four leisure properties ideally located in the Orlando tourist corridor, including the Quality Inn International, Quality Inn Plaza and Rodeway Inn International and Comfort Inn Lake Buena Vista, remain committed to providing outstanding value for all guests.

For more information, visit www.rosenhoteles.com or call 866-33-ROSEN.

###