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**PAULETTE LOMBARDI-FRIES NAMED PRESIDENT OF
COSTA MESA CONFERENCE & VISITOR BUREAU**

COSTA MESA, California, August 19, 2010 – The Board of Directors of the Costa Mesa Conference & Visitor Bureau has named Orange County hospitality industry veteran Paulette Lombardi-Fries as the organization’s new president.

Paulette will oversee the Bureau’s plans to promote Costa Mesa as a leading leisure and business travel destination and to increase overnight stays in the city’s 10 first-class and luxury hotels that are represented by the tourism organization.

Her previous experience with Marriott International, Inc. includes serving as director of sales and marketing at the Irvine Marriott, and as a general manager at Courtyard by Marriott and at Residence Inn by Marriott. While she was with Marriott, her accomplishments included driving revenue growth in highly competitive markets by drawing on her ecommerce, media and relationship management expertise. She is a graduate of California State University, Fullerton.

“We are delighted to welcome Paulette aboard and are confident that she will provide the vision and leadership needed to take the Bureau to new levels,” Shaun Robinson, Bureau Board chairman and general manager of the Hilton Orange County/Costa Mesa.

A major initiative of the Bureau is to unite the city’s performing arts, retail and culinary leaders, along with members of the business community, the OC Fair & Event Center management and other local stakeholders in a common mission to improve the overall experience for overnight hotel guests and residents.

“By working together, we can draw more travelers and local residents to Costa Mesa arts venues, restaurants, retail centers, hotels and other businesses,” said Robinson.

Towards that end, he said that the Bureau has developed a destination brand strategic marketing and business plan that charts the future path for the organization, including having a stronger online presence and emphasizing special events that draw thousands of visitors, such as the recent Barrett-Jackson collector car auction held at OC Fair and Event Center, and the OC Marathon.

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“We believe that Costa Mesa is the true heart of Orange County. Travelers can stay in our great hotels and find everything they need to do within a short distance,” said Robinson. “Whether their interest is shopping, performing and visual arts, dining or visiting our spectacular beaches, Costa Mesa is the perfect base camp.”

Costa Mesa is home to internationally renowned South Coast Plaza, and The LAB and The CAMP shopping and dining destinations in the city’s “SoBeCa District,” along with the acclaimed Theater & Arts District where audiences enjoy world-class performances in the Orange County Performing Arts Center, the Renée and Henry Segerstrom Concert Hall and Tony Award-winning South Coast Repertory Theatre.

The city boasts many fine and casual dining establishments, great hotels and much more. Nearby are miles of pristine beaches, Disneyland, Disney’s California Adventure and Knott’s Berry Farm theme parks, plus Angel Stadium of Anaheim and the Honda Center.

Costa Mesa hotels include Ayres Hotel & Suites, Best Western Newport Mesa Inn, Costa Mesa Marriott, Hilton Orange County/Costa Mesa, Holiday Inn Express Hotel & Suites, Ramada Inn & Suites, The Hotel Hanford, Costa Mesa Residence Inn by Marriott, The Westin South Coast Plaza, and the Wyndham Hotel/Orange County.

For general information, call the Costa Mesa Conference & Visitor Bureau at 866.918.4749. Visit Costa Mesa online at www.travelcostamesa.com.