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**A MILLION-DOLLAR MAKEOVER TRANSFORMS HISTORIC SURFTIDES
INTO THE OREGON COAST’S NEWEST BOUTIQUE HOTEL**

*Los Angeles-based Farmer’s Daughter Hotel Group invites travelers to
pack for the defiant coast and prepare for a sublime adventure*

(LINCOLN CITY, OR; August 2008)—A visit to the Oregon Coast gains a compelling new dimension this month as Surftides, the latest addition to the Farmer’s Daughter Hotel Group, unveils the first phase of its remodel, complete with updated guest rooms, a new lobby, and a terraced outdoor lounge complete with fire pits. Owned by the Cho family and operated by Farmer’s Daughter Hotel Group principals Ellen and Peter Picataggio, who successfully re-designed and re-branded their Farmer’s Daughter hotel in Los Angeles to rave reviews in 2003, the renovations at this 141-room beachfront retreat mirror the couple’s charming, hip, and whimsical style, while retaining a distinctively Oregon Coast feel.

“We are excited to bring the funky boutique concept to the Oregon Coast and infuse it with the same friendly and highly personalized service we offer at Farmer’s Daughter,” says Ellen. “We want a stay at Surftides to both inspire and recharge our guests, while giving them a multifaceted experience that can’t be found elsewhere on the coast.”

Built in 1936 along a stretch of pristine white sand beach just two hours southwest of Portland, the historic Surftides is the longest continually operating hotel in Lincoln City. A mecca for artists, painters, and glass blowers, the city boasts miles of beaches, colorful locals, lively bars, and raw, rustic character in every corner. The breathtaking environs—from rain forests and wetlands to fir-covered sea cliffs—make Lincoln City an ideal destination for outdoor enthusiasts while the thriving arts scene provides shopping, cultural, and educational opportunities including 19 galleries, antique shops, kite stores, and a community playhouse. Embracing all which makes Lincoln City so unique, Surftides emerges in 2008 as an enticing modern refuge fit for leisure and adventure travelers, families, art lovers, and groups alike.

The Surftides' remodel is being helmed by Los Angeles-based, LEED-certified designer Curated, and Santa Monica-based Romeo Thorsen Design, companies known for their thoughtful, environmentally sustainable projects. Adding a distinctive Lincoln City flair to the renovations, the Picataggios enlisted a handpicked team of local artists, craftsmen, and builders to further develop their vision for Surftides. Evoking the feeling of a residential beach cottage from the mid-century era, new guest rooms effortlessly blend modern amenities such as free wireless Internet, iPod docking stations, and 32" flat-screen televisions with vintage features such as in-room kitchenettes, private beachfront balconies, suites with fireplaces and heart-shaped Jacuzzi baths. The rooms also feature custom furnishings made from locally forested, sustainable wood and original artwork from local artisans. Airy and infused with natural light, the rooms also utilize environmentally friendly cork wall coverings, compact fluorescent bulbs, and recycled carpeting. Boasting a range of textures complementing a color palette of warm creams and vibrant oranges, the rooms' atmosphere invites guests to both unwind and recharge.

The redesigned lobby features a vaulted ceiling of wood beams, beneath which guests can cozy up by an alder-framed fireplace, complete with an adjacent window seat overlooking the ocean, or read a book borrowed from the hotel library, stocked with classic works and books about Oregon's history. Surftides' new outdoor lounge with fire pits surrounded by a gracefully landscaped, tiered amphitheater offers an ideal place to gather for cocktails and enjoy one of Lincoln City's storybook sunsets. An arching dome of sculpted concrete—a visual reminder of the hotel's history—houses an indoor pool, hot tub, and sauna, while an indoor fitness center, outdoor garden nooks, and oceanside paths allow for both solitary and sociable pursuits. In this town of art galleries, the Surftides lobby also offers a space for local artisans to display and sell their works.

While travelers may find it easy to lose themselves in Surftides sprawling beachfront campus, the Picataggios are also passionate about sharing the adventurous side of the Oregon Coast with their guests. Surftides' employs a designated Adventure Concierge, who is available to help guests arrange recreational and educational activities such as horseback riding on the beach, tidepool walks, foraging for mushrooms, wild greens, and mussels, as well as painting and jewelry-making through the newly minted "Enrichment Activity" program. Other enrichment activity options include whale watching, kite surfing, clamming, crabbing, kayaking, fishing, glass blowing, tours of local wineries and breweries, along with local spa treatments. Guests are also encouraged to take out one of Surftides' mountain bikes and explore Lincoln City's charming downtown, located just minutes from the property.

Surftides also welcomes small meetings, groups, weddings, and other events. The hotel's three conference and event rooms—totaling more than 4,000 square feet—are perfectly designed for intimate gatherings up to 120 guests. The Henry Melville Room, the largest of the three at 2,170 sq. ft. may be split into two rooms and is an ideal setting for a conference or awards dinner. Smaller events are a perfect fit in the Ernest Hemingway room, accommodating up to 40 guests, and the intimate James Joyce room for 30 guests offers access to a full kitchen – perfect for family reunions. Catering for all events is offered on site and features organic, local ingredients to complement the hotel's overall

commitment to sustainability. Tailor made for hosting film production crews, Surftides also features a production office that may double as an onsite meeting planners office for week-long events.

Surftides, part of the Farmer's Daughter Hotel Group, features 141 guest rooms, over 4,000 square feet of meeting space, and the upcoming MIST restaurant, serving traditional surf and turf cuisine enhanced by local and organic ingredients—all boasting beautiful views of the Pacific Ocean. Located just 2 hours southwest of Portland, Lincoln City is an enchanting artist colony and laid-back beach resort town. The breathtaking environs—from rain forests and wetlands to fir-covered sea cliffs and over seven miles of pristine sand beaches—make it an ideal destination for outdoor enthusiasts while the thriving arts scene provides shopping, cultural, and educational opportunities for leisure travelers, families, and art lovers. Other Farmer's Daughter Hotel Group properties include the Farmer's Daughter Hotel in Los Angeles, CA and the Bel-Aire Inn in Lincoln City, OR. For more information about Surftides or to make a reservation, please call 800.452.2159 or visit www.surftideslincolncity.com

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