

FOR IMMEDIATE RELEASE: SHELL ISLAND OCEANFRONT SUITES SIMPLY SPARKLES AFTER A \$10 MILLION RENOVATION

WRIGHTSVILLE BEACH, N.C., JULY 1, 2009—Completely remodeled indoor and outdoor pools, contemporary renovations to the lobby and common areas, and a brand new oceanfront restaurant and bar are just a few of the outstanding changes recently made to Shell Island Oceanfront Suites, thanks to a sweeping \$10 million renovation.

"Shell Island Resort has always been one of the best kept secrets on the East coast," says General Manager Rick Guttenberger. "We are situated on the best beach in North Carolina and have the best location on Wrightsville Beach. Now, with \$10 million-plus in renovations and a brand new contemporary upscale design, Shell Island Oceanfront Suites is the premier property on the East Coast." Dixon Putnam, Director of Sales and Marketing, concurs. "We have taken a good hotel and turned it into a contemporary, unique, upscale resort," he says.

Nestled on the northern tip of Wrightsville Beach, Shell Island Oceanfront Suites is surrounded by an endless beach and unmatched views of the Atlantic Ocean. Offering more than 160 full-service suites, which are available on a nightly or weekly basis, vacationing families, couples or business travelers will find this to be the perfect location to enjoy a Cape Fear vacation.

Just minutes from beach shopping, dining and downtown Wilmington, Shell Island Oceanfront Suites proudly features:

- 160 oceanfront suites, each with its own private balcony
- Fully remodeled indoor and outdoor pools
- Exceptional cuisine at the oceanfront North End Bistro
- 6,000 square feet of reception, meeting or conference space
- Wrightsville Beach's only oceanview ballroom
- Complimentary wireless Internet access
- Ample parking in a covered parking deck
- Gift shop/sundries shop
- Fitness center
- Laundry facilities
- Playground
- Beach chair and bicycle rentals
- Friendly staff offering distinctive Southern hospitality and 24/7 desk service

Shell Island's Web site has undergone a renovation, as well. Please visit www.shellisland.com to check rates and availability, find out about current specials and partnerships with local businesses and to see images of the beautiful upgrades and renovations the property has undergone.

"Even when the rest of Wrightsville Beach is elbow to elbow, Shell Island has plenty of space to move around," says Guttenberger. "Why would people stay anywhere else?"

Travelers interested in learning more about staying at Shell Island Oceanfront Suites can log onto www.shellisland.com or call (800) 689-6765.

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