



WATERCOLOR INN AND RESORT EARNS TWO PALM DESIGNATION FROM FLORIDA'S GREEN LODGING PROGRAM

Santa Rosa Beach, FL (March 14, 2008) – The WaterColor Inn and Resort on Northwest Florida's scenic Gulf Coast was awarded the Florida Green Lodging Program's coveted Two Palm status last week at the Green Lodging Conference. WaterColor is one of just three hotels in the state to attain this level of certification.

Since joining the Green Lodging program in 2006, WaterColor has implemented multiple modernizations, installing efficient ENERGY STAR™ appliances and equipment, low flow water fixtures, and utilizing environmentally friendly cleaning products and recycled paper in its offices. A team of naturalists is also employed to survey the resort's 499 acres, half of which is preserved land, and ensure that wildlife thrive and habitats remain protected.

WaterColor boasts many natural treasures, including a pristine white sand beach protected by coastal dunes that serve as a habitat for endangered Choctawhatchee beach mice and other creatures; scraggly pine forests, home to bald eagles and other threatened species; and a rare coastal dune lake.

"WaterColor is committed to preserving the native flora and fauna that make Florida's Emerald Coast one of the country's most picturesque destinations," said Eric Sather, general manager, WaterColor Inn and Resort. "We are striving to be model environmental stewards and are working hard towards the goal of being the state's first Three Palm hotel."

Green Lodging is a voluntary program designed by the Florida Department of Environmental Protection to acknowledge and reward environmentally conscious facilities in the lodging industry. Participant hotels are rated on a scale of One to Three Palms, with Three Palms being the highest honor.

To date only three hotels in the Green Lodging program have achieved Two Palm status. To attain this honor, WaterColor had to maintain One Palm status for at least 12 consecutive months prior to applying for the Two Palm designation. The hotel also had to conduct an environmental baseline assessment, demonstrate a reduction in energy, water consumption and waste disposal, plus develop and implement performance improvement goals to evaluate progress.

WaterColor guests and homeowners have many options for exploring the pristine resort grounds. Kayak, canoe and fishing gear is complimentary and can be enjoyed onsite at Western Lake, while complimentary bicycles are best enjoyed on the resort's woodland bike trail system and at Grayton Beach State Park next door.

Guests and residents also have access to three golf courses, two of which have been recognized for their environmentally friendly designs. The Tom Fazio-designed Camp Creek Golf Course has been deemed a Certified Audubon Cooperative Sanctuary by the Audubon Cooperative Sanctuary System (ACSS), while the exclusive Greg Norman-designed Shark's Tooth Golf Club has been designated a Silver Signature Sanctuary Course as accredited by the Audubon Signature Program.

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About WaterColor Inn and Resort Voted one of the "Top 50 Mainland U.S. Resorts" by readers of Condé Nast Traveler and "Best Hotel in Florida" by the readers of Travel + Leisure, the exclusive 60-room WaterColor Inn and Resort offers luxurious waterfront accommodations, award-winning dining at Fish Out Of Water, a full-service spa, Camp WaterColor for kids and a multitude of recreational activities including three golf courses, tennis, biking, kayaking and fishing. Well appointed Gulf-view residences and charming cottages are also available for rent and sale. For more information about WaterColor, visit www.watercolorresort.com or call 866-426-2656.