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## Arundel Preserve Mixed-use Project Nearing Completion

242 luxury apartment homes, 150-room hotel, 18,000 square feet of retail space and Grillfire's first restaurant in Maryland are highlights of Anne Arundel County project

Hanover, MD - July 13, 2011 - Construction work is nearing completion on The Town Center at Arundel Preserve, a multi-faceted mixed-use community featuring 242 ultra-luxury apartment homes, a 150-room full-service hotel and more than 18,000 square feet of complementary retail space designed to service both Town Center residents and the surrounding residential and business communities. Contained within The Hotel at Arundel Preserve will be Grillfire, a new restaurant which is scheduled to open its inaugural location in the Maryland area later this month.

The Town Center at Arundel Preserve is a project of Southern Management Corporation, the Vienna, Virginia-based residential and commercial real estate company that owns and manages more than 24,000 apartment homes throughout the Baltimore/Washington region. It is positioned directly off the Arundel Mills Boulevard exit of MD Route 295 and is minutes from MD Route 100, the Baltimore-Washington International Airport and Interstate 95. Baltimore's Inner Harbor is just ten miles away and Washington, D.C. is located approximately 15 miles away.

The first phase of the project also features two parking garages that is nearing completion totaling 1,233 parking spaces, while the second phase calls for the construction of a four-story, 170,000 square foot Class "A" commercial office building. No timetable has been set for the initiation of construction of the office space component.

Southern Management is the developer of the hotel, apartment and retail portions of the community, and The George Martin Group is the independent operator of Grillfire, a popular American Grill concept in the New York area that has targeted the Maryland region for its next wave of expansion. Rangoli, an Indian Bistro, has signed a lease in the street-level retail section of the project and two more restaurants are close to signing leases.

"We expect The Town Center at Arundel Preserve to be a significant economic driver in the Baltimore-Washington, D.C. Corridor marketplace as it will stimulate activity from a number of varied audiences including the regional business community, visitors to the area and the general consuming public," stated David Hillman, Chairman and CEO of Southern Management Corporation.



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The 150 room Hotel at Arundel Preserve, also constructed utilizing LEED-Silver standards, is a full-service hotel that includes over 10,000 square feet of indoor/outdoor meeting space, including a 5,000 square foot grand ballroom to accommodate up to 500 guests.

Each guest room is equipped with a number of amenities including a 40 inch LED Samsung television, clock radio including an Ipod docking station, Teleadapt PC to TV connectivity hubs, in-room safe, coffeemaker and refrigerator. Spacious executive suites, which include a separate living room, are also available. Complimentary wired and wireless internet is available throughout the hotel. Other services include a full-service business center, indoor pool and fitness center. Guests can take advantage of free shuttle service and unlimited faxes and local telephone calls.

Eight flexible banquet and meeting rooms can accommodate gatherings from 10 to 500 people, with each equipped with state-of-the-art audiovisual equipment and systems including video and audio conference capabilities. The hotel expects to add an independent operator of a spa in the near future. Visit [www.TheHotelArundel.com](http://www.TheHotelArundel.com) Grillfire Restaurant

Grillfire, the sixth in The George Martin Group of popular restaurants in New York and first in Maryland, is a highly-polished American Grill featuring authentic regional and adopted international dishes serving breakfast, weekend brunch, lunch and dinner. The management of Grillfire creates a culture of "taking care of the guest" in all its programs and activities. The hours of operation are tailored to accommodate both the needs of the local community and hotel guests.

A sampling of dinner entrees includes molasses and soy-marinated skirt steak, slow roasted maple brined pork chop fettucine with sea scallops and jumbo shrimp and crabmeat crusted filet mignon. A variety of burgers and sandwiches are available including black label wagyu beef burger, veggie burger margarita and seared tuna wrap.

Specialized desserts include Molton Chocolate Lava cake and Caramel Apple Upside Down cake, as well as the cupcake of the day. The list of specialty drinks includes the Fizzante Mojito, Sugar Daddy Sidecar and Cabo Raspberry Margarita. Visit [www.GrillfireArundel.com](http://www.GrillfireArundel.com) and <https://www.facebook.com/GrillfireArundel>

Southern Management Corporation is the largest privately-owned residential property management company in the Mid-Atlantic region. The company owns and manages 70 apartment home communities comprising nearly 24,000 apartment homes throughout the Baltimore-Washington region. For more information, visit [www.SouthernManagement.com](http://www.SouthernManagement.com) or [www.ArundelPreserve.com](http://www.ArundelPreserve.com).

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With Social Media rapidly becoming popular as a source of travel information, hotels need to figure out how to successfully establish themselves within the complex and convoluted Social Media space. Managing Social Media takes time, effort and expertise. However right now the playing field is wide open for hotel companies that get it right. Although most major hotel chains are present on Social Media channels, practically all suffer from low levels of visibility, activity and engagement. Understanding how Social Media works, and taking steps to actively manage interactions with channel



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