

FOR IMMEDIATE RELEASE

Contact: Martin Armes, 919-608-7260

Carolina Crossroads at The Carolina Inn Earns Eighth Straight Mobil Four-Star Dining Rating *“Very Close to Perfection” One of Only Four in the State*

CHAPEL HILL, N.C. (February 5, 2008) – Carolina Crossroads at The Carolina Inn is one of only four restaurants in North Carolina to receive a Mobil Four-Star rating for 2008.

This is the eighth straight year that the Carolina Crossroads has been awarded four stars by the Mobil Travel Guide, which celebrates 50 years as the most trusted source in travel ratings and expert reviews in the world.

“While most travelers may be familiar with the concept of four-star ratings, many are surprised when they discover how few restaurants achieve Mobil Four- and Five-Star status,” said Shane O’Flaherty, President and CEO for Mobil Travel Guide. “Our standards are undeniably the most stringent in the industry, so the Carolina Crossroads’ Mobil Four-Star award signifies that it offers guests a truly outstanding level of service and luxury.

“Consumers today are inundated with an influx of consumer reviews, online booking engine star ratings and self imposed ratings by properties. Much of this information is conflicting in nature making it difficult for the consumer to make an informed travel decision. For the past 50 years, Mobil Travel Guide has been the trusted source in travel ratings and expert reviews, steering travelers in the right direction.”

Carolina Crossroads specializes in cuisine that Executive Chef Jimmy Reale describes as “new American with distinctly Southern undertones.”

“Laced throughout the menu are traditional Southern items such as succotash, collard greens, country ham and corn muffins,” Reale said. “We continue to create unique menu items and interesting flavor combinations. We try to make the menu exciting, but in a way that is genuinely pleasing and doesn’t insult the guests’ dining intelligence.” The key to great service, Reale said, is meticulous attention to detail and striving to exceed each guest’s expectations.

While the Four-Star rating recognizes excellence, it can spur a restaurant to become even better, said Creston Woods, general manager of The Carolina Inn. “We’re very proud of our staff and they’re very proud to work at a Four-Star restaurant. Everyone works extremely hard to earn and maintain the four-star level of quality. We try to make sure we keep the four stars by not simply meeting - but exceeding each of the criteria for that high rating.”

Recently, The Carolina Inn, one of the state’s most renowned hotel properties, continued that elite status with recognition as a 2008 AAA Four Diamond Hotel Rating. Meanwhile, Carolina Crossroads also was given an esteemed 2008 AAA Four Diamond Restaurant Rating.

About The Carolina Inn

Recognized as one of America’s “cultural resources worthy of preservation,” The Carolina Inn is listed on the National Register of Historic Places with elite status as a AAA Four Diamond Award Hotel and Mobil Four Star Award-Winning Dining at the Carolina Crossroads Restaurant. From the day it opened in 1924, the 184-room Inn has played an important role in the life of the University of North Carolina and the Chapel Hill community. And it has long been one of the most popular sites in North Carolina for special events, weddings, business meetings, and academic conferences with over 13,000 square feet of flexible meeting and event space. In addition to having a rich cultural history, The Carolina Inn is architecturally significant, blending elements of antebellum Southern plantation houses with Georgian and neoclassical features often found in the Northeast. The original front of the building was modeled after the Potomac River front of Mt. Vernon. www.carolinainn.com

About Mobil Travel Guide

Mobil Travel Guide, originator of the prestigious Mobil Star ratings and clarifications, has provided the most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. Mobil Travel Guide’s team of anonymous, expert inspectors evaluates properties against rigorous and objective proprietary standards, giving

consumers the insight to make better-informed travel and leisure decisions. Mobil Travel Guide is under license from Exxon Mobil Corporation and is headquartered in Chicago, Ill. www.mobiltravelguide.com.

###