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FOR IMMEDIATE RELEASE

ROBERT PLOUFFE APPOINTED EXECUTIVE CHEF FOR THE BOURBON ORLEANS HOTEL

NEW ORLEANS – October 31, 2011 - The [Bourbon Orleans Hotel](http://www.bourbonorleans.com) announced today the appointment of Chef Robert Plouffe as executive chef for the 218-room boutique property in the French Quarter of New Orleans. Plouffe will be responsible for kitchen staff leadership and banquet and restaurant food production at the property.

“We are delighted to welcome Chef Robert to the hotel,” said General Manager Mark Wilson. “With 20 years of international kitchen and food preparation experience, Chef Robert is a creative, diligent and quality focused individual and will be a great asset to the Bourbon Orleans team, guests and clients.”

Most recently Plouffe was Sous-Chef de Cuisine with Aramark Corp, providing his management and culinary skills in directing the food preparation operations for the 3 million square foot New Orleans Convention Center.

Chef Robert’s experience includes Pastry Chef Responsibilities at the new Roosevelt Hotel in New Orleans, and five years with executive positions within kitchens of the Hilton Luxury Collection in New Orleans Jamaica, & Fort Lauderdale.

Although Chef Robert’s passion is as a pastry chef, his early career began in Montreal, Canada as chef and owner of a group of restaurants. He gained extensive international experience in St Thomas and St Croix, Virgin Islands before joining Hilton in Jamaica.

Plouffe received a Diploma in Culinary and Pastry at the Institute de Tourisme et d’Hoteliere du Quebec, and has completed internships in Tours, Laval and Paris, France.

About the Bourbon Orleans Hotel

The Bourbon Orleans Hotel (www.bourbonorleans.com) is a 218-room, 28-suite luxury property located in the center of the French Quarter of New Orleans, between Royal and Bourbon Streets. It is a leader in small

meetings and formal catering events in the city, and offers luxurious amenities such as heated courtyard saltwater pool, Bourbon Oh! Bar, Roux Restaurant for breakfast and dinner, and free high speed wireless internet, in room coffee, and bottled water. The Bourbon Orleans is a member of the New Orleans Hotel Collection.

About the New Orleans Hotel Collection

The New Orleans Hotel Collection is a group of seven fine hotels in the New Orleans metropolitan region owned by local investors. Comprised of the Bourbon Orleans, Dauphine Orleans, Hotel Le Marais (formerly the St. Louis Hotel), Wyndham Riverfront, Audubon Cottages, Crowne Plaza New Orleans Airport and the new Hotel Le Marais, these are boutique and small upscale meeting hotels in prime locations throughout the city. For more information, visit the web site: www.neworleanshotelcollection.com.

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