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The Ritz-Carlton Hotel Company, McMurry Expand Partnership, Launch Upscale Wedding Magazine

Phoenix—The Ritz-Carlton Hotel Company, L.L.C., recently named "the most prestigious luxury brand" among 52 elite brands rated by wealthy consumers in the United States, today announced it is launching with its publishing partner, McMurry, an upscale wedding magazine called *Weddings by The Ritz-Carlton*.

"*Weddings by The Ritz-Carlton* will be the quintessential wedding venue showcase for those seeking romance, elegance and luxury," said Tracie McLaughlin, publisher for *The Ritz-Carlton* magazine and *Weddings by the Ritz-Carlton* magazine. "The magazine will reinforce our unique culture of sumptuous surroundings and legendary service, the things that make The Ritz-Carlton one of the top destinations in the world."

The 80-page magazine will be debut Jan. 1, 2006, and will be placed in rooms at all 60 Ritz-Carlton properties globally alongside the wildly successful, award-winning, in-room quarterly *The Ritz-Carlton* magazine. *Weddings by The Ritz-Carlton* will be an annual with a circulation of 90,000. It will also be available upon request for hotel guests, newly engaged couples and wedding planners.

"This beautiful new magazine will likely be the first in a series of annuals focused on special aspects of The Ritz-Carlton brand and experience," added Erin Zilis, VP/Client Services at McMurry. "The affinity between The Ritz-Carlton and its customers is remarkable. Customers want more content from The Ritz-Carlton, to 'extend their stay' if you will, and advertisers have been rewarded with a high level of action from this incredibly loyal and engaged audience."

Through the sophisticated design style synonymous with *The Ritz-Carlton* magazine, and editorial from the nation's leading wedding experts, *Weddings by Ritz-Carlton* will serve as a resource for future grooms and brides by providing discriminating information on the latest trends, fashions and planning ideas for couples. Advertisers can call the Publisher for Ritz Carlton magazines, Tracie McLaughlin, at 888-626-8779.

Ritz-Carlton and McMurry have partnered on *The Ritz-Carlton* magazine since 2002, a time in which the magazine has experienced unprecedented growth and success. McMurry also publishes newsletters for the many properties of The Ritz-Carlton Hotel Company.

About The Ritz-Carlton Hotel Company, L.L.C.

The Ritz-Carlton Hotel Company, L.L.C. of Chevy Chase, Md., (USA) currently operates 60 hotels in the Americas, Europe, Asia, the Middle East and Africa. It is the only service company to have twice earned the prestigious Malcolm Baldrige National Quality Award, which recognizes outstanding customer service. For more information, call toll free, 1-800-241-3333, contact a travel professional, or consult the web site at www.ritzcarlton.com.

About McMurry

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five "Best Small Companies to Work For" in the U.S.

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