

Contact: Mike Robertson
Marketing Manager
Rodd Hotels & Resorts
149 Kent St.
Charlottetown, PE - C1A 1N5
(902)629.2319
mrobertson@roddhotelsandresorts.com



PRESS RELEASE

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RODD HOTELS & RESORTS - NEW BRUNSWICK'S NEWEST FIVE-STAR HOTEL

Miramichi, NB

Miramichi, NB - After a 15-month, multi-million dollar renovation the Rodd Miramichi River Hotel has received a five-star rating from Canada Select.

Canada Select is a national grading system for hotels, resorts, inns and other fixed roof accommodations in Canada. Only five New Brunswick properties have achieved the top five-star rating.

For its top rating, Canada Select Executive Director Emery LeGresley told Rodd Management, "This places your property among a select few top-rated properties, recognized for providing superior quality and services to their guests. Well done."

The same week that the Rodd Miramichi River Hotel received its five-star rating it also earned a position among Trip Advisor's top five New Brunswick hotels.

Rodd Miramichi General Manager Jim Gertridge says, "It's been an extreme makeover. Windows were replaced, everything in the bedrooms was changed and the bathrooms were gutted to the studs and redone. There isn't a corner of the building has not been redone."

While the Rodd Miramichi originally opened with fishing lodge décor in homage to the world famous river that brushes against the property, the new design is crisp, urban contemporary. Among the new bedroom features are 47-inch LG flat-screen TVs with convenient desk-top media hubs for guests to use when connecting their laptops and game systems into the big screens. Baths now offer "experiential showers" comprised of rainforest showerheads supplemented by a row of body jets. Gertridge describes the renovation results as a brand new hotel within the familiar exterior envelope.

Mark Rodd, CEO and President of Rodd Hotels & Resorts, says, "With this investment in the Rodd Miramichi River Hotel, we are continuing my family's commitment to the hospitality sector. It's a legacy begun 80 years ago by my grandparents, Sally and Wally Rodd, and continued by my father, David, that I and my family are committed to."

The 79-room urban resort has a pool, fitness centre, 4,040 sq. ft. of grade A meeting space, redesigned bar and restaurant with a culinary team who design their menus around seasonally sourced local produce, lobster and other seafood. The new, bolstered property-wide Wi-Fi extends five-bar connectivity to their riverside deck.

The Rodd Miramichi River Hotel, located at 1809 Water Street, Miramichi, New Brunswick, is beside hiking and cycling trails that trace the shores of the Miramichi River. Well known as a salmon river, the Miramichi is also a top destination for striped bass. Bass fishing doesn't require a license and the resort has loaner rods available for guests wishing to "wet a line". It is also close to golf and other wilderness adventures. Listings for local activities, events and outfitters are on the resort's website (<http://www.roddmiramichi.com>).

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Note to editors and news directors:

High resolution property images for editorial use are available for download from flickr.com/roddvacations.

For information about the Rodd Miramichi River Hotel, contact General Manager Jim Gertridge at 506-773-3111 or jgertridge@roddhotelsandresorts.com, or Rodd Marketing Manager Mike Robertson at 902-629-2319 or mrobertson@roddhotelsandresorts.com.

For information about Rodd Hotels & Resorts contact the above or click on: roddhotelsandresorts.com.

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