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THE POINT ORLANDO RESORT NAMES MARCUS LUND
DIRECTOR OF SALES AND MARKETING

ORLANDO, Fla., (July 14, 2008) – Marcus Lund, a 20-year hospitality marketing professional for a variety of top Florida properties, has been appointed director of sales and marketing at one of Orlando's newest condo-hotels, Premier Resorts The Point Orlando Resort (www.thepoint-orlando.com). He will report to general manager Jim Franklin. Most recently Lund was director of sales and marketing at Floridays Resort Orlando, a full-service luxury resort.

For the past two decades, Lund has held other sales and marketing positions at the Reunion Resort and Club of Orlando; Radisson Suite Beach Resort, Marco Island; Belleview Biltmore Resort & Spa, Clearwater; Vistana Resorts, Orlando; Wild Dunes Resort, Charleston, S.C.; and the Doubletree Hotel, Coconut Grove. In 1995 he founded the South Carolina Chapter of the Hospitality Sales and Marketing Association.

Lund is a graduate of Hartwick College where he received of Bachelor of Arts in Economics and Art History. He resides in Orlando and is an avid golfer and sailor.

The Point Orlando Resort, in the heart of the International Drive retail, dining and entertainment district at the corner of Universal Blvd. and Carrier Drive, is an all-suites property, featuring all the amenities and services of a hotel, yet with more space, more

comfort, and more privacy than a typical hotel room. The resort's units are attractive to Orlando convention goers as well as family vacationers, and feature large bedrooms, separate living areas, full kitchens and a washer and dryer.

Lund can be contacted at The Point Orlando Resort, 407 956 2000, mlund@thepoint-orlando.com.

The Point Orlando Resort is located at 6039 Carrier Drive, Orlando, FL, 32819. Tel. 866 956 2015; www.thepoint-orlando.com. It is managed by Premier Resorts International, the Park City, Utah-based beach, mountain and golf resort property management company located in nine states plus Mexico (www.premier-resorts.com).

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