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KINGSTON RESORTS ADDS SOAP RECYCLING PROGRAM TO GREEN INITIATIVES

MYRTLE BEACH, S.C. – (May 13, 2010) – Hilton Myrtle Beach Resort at Kingston Shores and Embassy Suites at Kingston Plantation announced today, as part of their ongoing commitment to sustainable practices, their participation in the Global Soap Project to recycle soap used by guests on both properties. The Global Soap Project recycles soap from American hotels and distributes them to people in Africa. The soap is collected, sanitized and melted into new bars before they are shipped to refugee camps.

Hilton Myrtle Beach Resort at Kingston Shores and Embassy Suites at Kingston Plantation were the first hotels to be green certified in Myrtle Beach. The green initiatives included waste reduction, recycling, composting, energy and water conservation, as audited by South Carolina's Green Hospitality Alliance audit. As, the resort management announced.

"It is estimated that more than two million bars of soap are used and discarded every day in hotels in this country," says Eugene Silvestri, hotel manager with Hilton Myrtle Beach Resort. "We are proud to participate in a program that reuses this product to improve the lives of displaced people."

About The Global Soap Project

The Global Soap Project, based in Atlanta, was founded by Derreck Kayongo, a humanitarian relief expert whose own Uganda family fled the tyranny of Idi Amin in 1979. During this tragic and despotic era, close to one million people lost their lives. Today, there are millions more internally displaced persons throughout Central and Eastern Africa, struggling to survive with limited or no access to clean water and soap.

As a result, there is a high mortality rate due to acute respiratory and diarrhea diseases, especially in children under five years old. In Uganda alone, the deaths of 200,000 children in a single year were due to preventable diseases—a number that could have been reduced by 76,000 if children had access to soap and proper hand washing. Numerous scientific studies indicate that hand washing with soap can reduce the risk of these diseases by 42-65 percent.

The organization is currently in the middle of a pilot program that has collected more than 14,000 pounds of soap from participating hotels in the Southeast. For more information, visit www.globalsoap.org.

Kingston Resorts comprises Kingston Plantation and Kingston Shores situated along the Grand Strand in Myrtle Beach, S.C. Both properties are owned by FelCor Lodging Trust, Inc. The properties initiated earth-friendly initiatives several years ago to reuse, reduce and recycle whenever possible. Guests at both properties can enjoy access to recreational facilities including a 50,000 square-foot Sport & Health Club with indoor and outdoor pools, nine lit tennis courts, pro shop and state-of-the-art fitness equipment; Splash!, an oceanfront waterpark and lazy river; Par-72 Rees Jones-designed Arcadian Shores Golf Course; and a host of seasonal activities for adults and children. For more information, call 800-876-0010 or visit kingstonplantation.com or kingstonshores.com.

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