



PRESS ROOM

SEAWAY GROUP APPOINTS FRANCENE SEVCIK AS CORPORATE DIRECTOR OF PUBLIC RELATIONS

CORAL GABLES, FL (March 13, 2002) - The Seaway Group announced today that it has named Francene (Fran) Sevcik to the position of corporate director of Public Relations. The Seaway Group is a leading hospitality organization that owns and manages quality hotels including the Historic Landmark Biltmore Hotel in Coral Gables, the Alexander on Miami Beach, the David William in Coral Gables, and other properties and enterprises outside of South Florida.

Sevcik, who is based at the Biltmore Hotel, will oversee media relations, corporate communications, product publicity and special events for Seaway and its affiliated properties. She joins Seaway Group after serving as vice president, corporate communications at American Classic Voyages Co. She previously spent 20 years with Norwegian Cruise Line (NCL), where she was director of public relations.

“We’re delighted to welcome Fran to the Seaway Group,” said Eli White, vice president of sales and marketing. “She has had an outstanding communications career and we’re confident that her established media contacts, depth of knowledge of the leisure travel industry and proven creativity will raise awareness for our hotels and affiliates.”

Sevcik holds a bachelor’s degree in journalism from the University of Miami and is accredited in Public Relations by the Public Relations Society of America (PRSA). She has served as president of the Miami Chapter of PRSA, and as chairman of PRSA’s statewide Sunshine District. She is a member of the Coral Gables Chamber of Commerce and the Alumni Association of University of Miami, and serves on the board of directors of Actors’ Playhouse. She can be reached at 305-445-8066, ext. 2341, or jennifer@biltmorehotel.com.