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For Immediate Release

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LUXURIOUS SUPERBOWL PACKAGE & GAME DAY EVENT AT THE BILTMORE

Kick-off Super Bowl Sunday with Bacardi! Stay and play at Miami's premier luxury resort!

CORAL GABLES, FL (January 20, 2010) – The most popular sporting event is coming to Miami --- and its most exclusive experience is at the Biltmore! As devoted fans from around the country pack their jerseys to visit South Florida, the Biltmore Hotel is the destination of choice, offering an ultra luxurious Super Bowl XLIV package for the most discerning travelers. Enjoy a luxurious suite, relax in a private cabana, indulge in a renewing spa treatment and treat yourself to some of the finest cuisine under the tropical sun. The Super Bowl XLIV package offers a minimum 3-night stay in a luxury suite starting at \$549 per night from February 4th to the 8th. Visit Miami like a champion!

As part of Super Bowl experience the Biltmore and Bacardi are kicking off **Super Bowl Sunday, February 7th**, with a fabulous cocktail and live jazz performance inside the Biltmore Bar starting at 4:00 p.m. Guests will enjoy signature Bacardi and Grey Goose drinks and receive raffle tickets for a chance to win fabulous prizes. At kick-off, the viewing party starts with Executive Chef Roly Cruz-Taura's take on classic Super Bowl menu items. Kick-off starts at 6:30 p.m. Bar specials include ½ price especially themed cocktails like *Super Bowl Suntini*, *The Touchdown* and *MVP*. At half time give the flat screens and your eyes a rest when the Bacardi models announce the nights raffle winners. Prizes include Bacardi promotional items as well as the Biltmore's Sunday Champagne Brunch, spa session and nightly stay.

Get your head in the game --- and all the available amenities at the Biltmore Hotel:

- Private cabana at the largest hotel pool in the U.S.
- Signature spa rituals at the renowned Biltmore Spa
- Fabulous wine and menu list at the resort's award-winning dining destinations
- Start Super Bowl Sunday at the world-famous Sunday Champagne Brunch

For more information please call (305) 445-1926. The Biltmore Hotel is located at 1200 Anastasia Avenue in Coral Gables, Florida.

About The Biltmore:

The Biltmore, Miami's National Historic Landmark hotel in Coral Gables, Florida is a true luxury destination resort. Offering a restored Donald Ross 18-hole, 71 par championship golf course, tennis, the largest hotel swimming pool in the country, with private poolside cabanas, a European spa, and an award-winning fitness center, spread over a 150-acre tropical landscape, the 275-room hotel is a true Miami luxury experience. The Biltmore also boasts the acclaimed Palme d'Or, which Zagat called one of the best restaurants in the country; Fontana, a Northern Italian restaurant surrounding the Biltmore fountain; the poolside Cascade restaurant; and the Biltmore Bar. The property recently unveiled its Culinary Academy which offers an array of hands-on cooking classes taught by the hotel's acclaimed chefs. The Biltmore is a member of the Leading Hotels of the World. For further information, visit www.BiltmoreHotel.com or call (800) 727-1926.

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