



SILVERBIRCH HOTELS & RESORTS ANNOUNCES NEW LEADERSHIP TEAM FOR RED DEER LODGE HOTEL & CONFERENCE CENTRE

VANCOUVER (August 25, 2009) – SilverBirch Hotels & Resorts is pleased to announce the appointment of John Mytz as General Manager, and Heather Malone as the Director of Sales and Marketing at the Red Deer Lodge and Conference Centre as of August 24th, 2009.

Mr. Mytz joins the Red Deer Lodge from Westin Hotels & Resorts, where he spent seven years as the Director of Operations, achieving great success with projects at the Westin Calgary and task-force assignments for other hotels in the region. Mr. Mytz began his hospitality career with Hilton Hotels, shortly after completing the Hotel Development course from the University of Guelph. Outside his realm of success within the hospitality industry, Mr. Mytz is also an accomplished Six Sigma black belt, which demonstrates his incredible focus and determination that will, without a doubt, be a true asset to the Red Deer team.

Ms. Malone has worked both within the hospitality and media industries for numerous years, across Canada and overseas. Her depth of experience in both sales and marketing provide a strong foundation for leading the Red Deer Sales and Catering team to even greater success. Her mentorship and leadership abilities are a true asset that will be embraced.

About the Red Deer Lodge: The Red Deer Lodge is Red Deer's premiere meeting space, with 17 meeting rooms, over 22,000 sq. ft. of function space including a 9,500 sq. ft. ballroom. Plans are underway for additional improvements in various public spaces as part of an on-going five year refurbishment program. In addition, the hotel recently completed a four million dollar renovation to the Courtyard rooms, which included new beds with luxurious white bedding, plush new carpet, granite vanities and complimentary wireless internet access.

SilverBirch Hotels & Resorts is one of Canada's leading hotel management companies and manages 25 hotels and resorts across Canada. The company manages independent hotels and hotels operating under major franchise brands, such as Crowne Plaza, Radisson, Hilton, Quality, Gouverneur, Best Western and Ramada. SilverBirch Hotels & Resorts is fully owned by British Columbia Investment Management Corporation ("bcIMC"), a Canadian leader in investment funds management that is based in Victoria, British Columbia.

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