



The Desert Classic

C O N C O U R S D ' E L E G A N C E 2 0 1 0

LA QUINTA RESORT AND CLUB TO HOST

THIRD ANNUAL DESERT CLASSIC CONCOURS D'ELEGANCE

The Greater Palm Springs Ultimate Classic Car Event Will Take Place February 26 - 28, 2010

June 4, 2009 (La Quinta, Calif.) -- The third annual Desert Classic Concours d'Elegance will take place on Friday, February 26 through Sunday, February 28, at the iconic La Quinta Resort & Club in La Quinta, Calif. This celebration of the motorsports lifestyle will bring together the world's most rare automobiles along with cocktails and cuisine prepared by La Quinta's culinary team in a fun and festive setting. Exhibit areas will also include displays of other collectible items such as jewelry, watches and art.

"We are delighted to host The Desert Classic Concours d'Elegance," said Ralph Vick, managing director of La Quinta Resort. "La Quinta Resort has a long history of bringing together the world's most exciting people and hosting signature events."

"La Quinta Resort is the perfect setting for our event," said Paul Merrigan, founder of the Desert Classic Concours d'Elegance. "As one of the top destination resorts in the world, La Quinta provides a spectacular backdrop for some of the most beautiful and historically significant cars seen anywhere. It's a classic meets classic partnership."

Guests at the event will view more than 150 legendary classic, sports and racing vehicles elegantly displayed at the La Quinta Resort Mountain Course. The exclusive selection of marques will include Bugatti, Delahaye, Mercedes Benz, Packard, Alfa Romeo and more. The cars will be displayed with detailed information so that spectators can learn about the history and significance of these impressive vehicles. Awards will be presented to more than 30 automobiles in 14 categories.

In its third year, The Desert Concours has established itself as one of California's premier classic car events. Last year, it attracted more than 4,500 spectators from around the world and received recognition from national media as well as automotive aficionados.

Advanced tickets to the Sunday Concours d'Elegance are \$25 per person. Tickets will be on sale beginning November 1, 2009. Children 12 and under receive complimentary admission.

The Desert Classic Concours d'Elegance is a 501(c)(3) non-profit corporation. Proceeds benefit Coachella Valley charities. For more information, please visit www.desertconcours.com or call 760-766-2824.

La Quinta Resort & Club(R) and PGA WEST(R): A Haven for Relaxation

La Quinta Resort & Club, a member of The Waldorf Astoria Collection, is a legendary resort destination that has reigned over the picturesque Coachella Valley in the city of La Quinta with grace and charm since 1926. The Hollywood hideaway is located in a spectacular setting among orange and lemon groves at the base of the majestic Santa Rosa Mountains. Guests enjoy 90 holes of championship golf on five legendary courses at the resort and PGA WEST(R); 23 tennis courts; the 23,000-square-foot Spa La Quinta(R), 41 pools and 53 hot spas; exceptional cuisine at TWENTY 6 and Adobe Grill; and The Plaza - two stories of shops and restaurants surrounded by flowers, waterfalls and winding paths. Many consider this a home away from home with all the comforts and modern conveniences, including high-speed Internet access and wireless Internet service throughout ballrooms, pools, cabanas and public areas. La Quinta Resort & Club is located at 49-499 Eisenhower Drive, La Quinta, California 92253. For further information and reservations, call 800.598.3828 or www.laquintaresort.com.

Waldorf Astoria Collection

The Waldorf Astoria Collection is a world-class group of hotels in spectacular locations. Inspired by New York's legendary landmark, each hotel has its own unique style and sense of place. From luxury spas, legendary meetings, championship golf to unforgettable events, every experience is flawlessly executed with graciousness. Current properties include: Arizona Biltmore Resort & Spa, Grand Wailea, La Quinta Resort & Club, Rome Cavalieri, Qasr Al Sharq and The Waldorf Astoria(R). The Waldorf Astoria Collection is growing rapidly with future openings planned: Dakota Mountain Lodge (2009), The Roosevelt (2009), Waldorf Astoria Orlando (2009), The Palace Jerusalem (2010), Waldorf Astoria Sarasota (2010), Waldorf Astoria Montreal (2011) and the proposed Waldorf Astoria Beverly Hills (2011). For more information, please visit: www.waldorfastoriacollection.com

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CONTACT: Meredith Wright *on behalf of La Quinta Resort*
Murphy O'Brien, Inc.
Ph: 310-453-2539
Email: mwright@murphyobrien.com

Reed Hellyer
Desert Classic Concours d'Elegance
Ph: 760-766-2824
Email: reed@desertconcours.com