

**Contact:**

Ana C. Hackl  
Spaulding Communications  
404-270-1010  
anach@spauldingcommunications.com

**FOR IMMEDIATE RELEASE**

**RIALTO PROPERTY PARTNERS SELECTS SPAULDING  
COMMUNICATIONS TO LAUNCH HOTEL INDIGO ATHENS**

**DECATUR, Ga.** – July 1, 2009 – Spaulding Communications, a full-service communications firm, has been selected by Rialto Property Partners LLC to assist with grand opening activities for Hotel Indigo Athens, an upscale boutique hotel development in the heart of downtown Athens. Spaulding Communications will provide a comprehensive media relations program, creative service consultation and assistance with the grand opening events to drive consumer awareness in the Atlanta market.

Spaulding Communications was selected by Rialto Property Partners, the hotel's developer, based on their consumer and lifestyle experience and expertise in promoting companies and brands with sustainable missions. Hotel Indigo Athens is slated to become one of the first LEED® (Leadership in Energy and Environmental Design) Gold certified hotels in the southeast.

“Spaulding Communications has a distinct understanding of environmental sustainability based on their extensive experience in the commercial interiors industry and United States Green Building Council's Georgia chapter,” said Anna Ferretti, vice president of operations and development of Rialto Property Partners LLC. “Furthermore, they have the ability to provide strategic communications consulting that will help lead to increased brand awareness among business and consumer segments of Hotel Indigo in the Atlanta and Athens marketplaces.”

“Hotel Indigo Athens is truly the most unique hotel in Athens as well as the southeast,” said Matt Spaulding, president, Spaulding Communications. “By combining the rich music and art scenes of Athens, with the best of sustainable practices, it is a wonderful destination for visitors. We're excited to be the public relations agency to help tell the hotel's story.”

“This partnership is highly complimentary to the Spaulding Communications vision,” he said.

**About Spaulding Communications**

Spaulding Communications is a strategic, full-service communications firm that combines brand knowledge and business insight with communications expertise to drive business growth opportunities for its clients. The agency meets the needs of its clients through a number of proprietary services and products, as well as a broad range of capabilities and practices, including consumer/lifestyle marketing, business-to-business communications, multilingual translation, online and social media influencing, and corporate sustainability positioning. Based in metro Atlanta, the award-winning firm has worked with startups to *Fortune* 500 companies. For more information, please visit [www.spauldingcommunications.com](http://www.spauldingcommunications.com).

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