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Edgewater Resort Unveils Freshens Image After 25th Anniversary

February 16, 2010 - Edgewater Beach & Golf Resort, a property of The Resort Collection of Panama City Beach, has recently unveiled its new identity. In the wake of its 25-year anniversary in 2009, the landmark Panama City Beach resort has updated its brand. The refined image is just one of many steps The Resort Collection is taking to prepare for an increased number of visitors from the opening of the new Northwest Florida Beaches International Airport and additional markets to which Southwest Airlines will be providing service.

"The new identity reflects a crisp, clean updated image of our resort without completely abandoning the elements that have been our calling card in the community for over 25 years," said Paul Wohlford, vice president of sales and marketing for The Resort Collection. "We have retained the symbol of the palm tree, and a similar blue-green color to represent our beautiful world-renowned beaches."

In addition to Edgewater Beach & Golf Resort's logo, each of the resort's outlets have also been rebranded including Edgie's Corner Market, Bimini Sand Bar, Oceans Bar & Grill, and The Club at Edgewater. Cornerstone Marketing & Advertising, Inc., the agency of record for The Resort Collection, designed each of the new logos as part of an overall branding campaign. The "Happiness is..." branding campaign that Cornerstone created for The Resort Collection last year was recently awarded eight ADDY Awards from the Panama City Chapter of the American Advertising Federation. As part of the new branding campaign, Cornerstone designed a new website for Edgewater Beach & Golf Resort, which launched May 11, 2009. Within the first two months of the site's launch, website traffic increased by 42%, and online reservations increased by 33% compared to the prior two months. The design of the new logos solidifies this successful rebranding.

"We wanted to give Edgewater and its outlets a revived, cohesive, and updated look," said Lisa Burwell, president of Cornerstone Marketing & Advertising, Inc. "The new logos really stand out and communicate the casual luxury of the resort."

For more information, please visit www.EdgewaterBeachResort.com.

About The Resort Collection of Panama City Beach

The Resort Collection of Panama City Beach includes the family-friendly Edgewater Beach & Golf Resort, the intimate Majestic Beach Resort, the new luxuriously appointed Emerald Beach Resort, the relaxing Long Beach Resort, the exclusive En Soleil, and the distinctive Marina Landing—all properties managed by The Edgewater Beach Resort Management, Inc. They boast more than 1,000 full-service gulf-front suites and golf villas, 90,000 square feet of combined indoor and outdoor meeting space, 6 Plexicushion tennis courts, an outdoor basketball court, batting cages, 21 luxurious pools, a 9-hole executive golf course and 27 holes of championship golf at the Hombre Golf Club on Northwest Florida's Gulf Coast. For information on The Resort Collection of Panama City Beach, call 866.203.1164

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