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**THE PEABODY MEMPHIS CELEBRATES 140<sup>th</sup> ANNIVERSARY  
BY OFFERING \$140 RATE TO PEABODYS EVERYWHERE**

**MEMPHIS, TN – January 22, 2009** – The Peabody Memphis, a luxury historic hotel known for its daily parade of ducks, is celebrating its 140<sup>th</sup> anniversary and honoring its namesake George Peabody in 2009 by offering a \$140 rate to anyone with the first, middle or last name Peabody, or who lives in the city of Peabody, Massachusetts, or Peabody, Kansas.

Called the **“What’s In A Name? Rate,”** this special offer is valid through Dec. 29, 2009, based on availability. The Peabody’s anniversary rate is \$140 per night (plus tax) for double occupancy and includes valet parking, wireless internet access and Health Club admission. A government-issued ID is required upon check-in as proof of name or city of residence. For reservations, call 1-800-PEABODY. (The “What’s In A Name? Rate” represents a significant savings as The Peabody Memphis’ rates typically start at \$245 per night.)

The Peabody Memphis is named for philanthropist George Peabody (1795 – 1869). Built by Colonel Robert C. Brinkley and opened in 1869, the now legendary Memphis hotel was originally to be called The Brinkley House. But, shortly before the grand opening, Brinkley received news of the death of his good friend George Peabody and decided at the last minute to change the name of his hotel from The Brinkley House to The Peabody Hotel as a sign of respect for his friend.

The Peabody name is very prominent in the U.S., especially in the Northeast where George Peabody endowed numerous museums and public libraries, including the Peabody Museum of Archaeology & Ethnology, The Peabody Museum of Natural History, and The Peabody Essex Museum. Considered the “father of modern philanthropy,” Peabody’s hometown of South Danvers, Massachusetts, was renamed Peabody, Massachusetts, in his honor.

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“Because we pronounce Peabody differently here in the South (pee-BODY) than they do in the Northeast (PEE-bidy), many people don’t realize that we have the same namesake as the city of Peabody and all those amazing institutions in New England,” said Douglas V. Browne, General Manager of The Peabody Memphis. “The Peabody is known for its gracious Southern hospitality, so it’s definitely a point of pride for us to be named for a man who is known for his kindness and generosity,” he continued.

A Memphis icon and Southern institution, The Peabody is listed on the National Register of Historic Places. The “South’s Grand Hotel” has become world-famous for its marching mallards. The Peabody Ducks live in a \$200,000 Royal Duck Palace on the hotel’s rooftop. Every day at 11 a.m., they are led by the Duckmaster down the elevator to the Italian travertine marble fountain in the Grand Lobby. A red carpet is unrolled and the ducks march through crowds of admiring spectators to the tune of John Philip Sousa’s *King Cotton March* as cameras flash. The ceremony is reversed at 5 p.m., when the ducks retire for the evening. The March of The Peabody Ducks is the third most popular attraction in Memphis.

The Peabody Memphis is a Mobil Four-Star, AAA Four-Diamond property of Peabody Hotels within the portfolio of the Peabody Hotel Group, Memphis, Tennessee, and is a member of Preferred Hotels & Resorts Worldwide and Historic Hotels of America.

