

May 1, 2003

## THE ALLUVIAN HOLDS RIBBON CUTTING CEREMONY

GREENWOOD, Miss., (May 1, 2003) - The Alluvian, the Delta's only luxury boutique hotel, held its ribbon cutting ceremony today on the hotel property in downtown Greenwood. Mississippi Governor, Ronnie Musgrove and other dignitaries, were in attendance to celebrate the end of construction and to open the hotel to the public.

The Alluvian, formerly the historic Hotel Irving, was one of Mississippi's most endangered buildings until Fred Carl, Jr., founder and CEO of Viking Range Corporation, decided to preserve the building and revitalize the property. Offering a unique destination for the local community and visitors alike, the hotel boasts 45 luxurious rooms and 5 magnificent suites that surround a beautiful courtyard. With custom-designed furnishings and commissioned artwork by Mississippi artists, The Alluvian proves to be a gem in downtown Greenwood. Equipped with a state-of-the-art business center, fitness room, boardroom and two large special event rooms, The Alluvian can provide for weddings, receptions, and business functions for up to 300 people.

"We have received so much positive response from the community, and everyone seems so excited about the hotel opening," said Jondi Brackeen, general manager of The Alluvian. "We foresee the hotel drawing guests from all over the state as well as across the country, providing each visitor with a unique experience here in the Mississippi Delta."

As a major component of the revitalization of downtown Greenwood, The Alluvian has played a key role in the plan and has inspired other local businesses to locate to the area. The restoration of downtown Greenwood has been a gradual, yet noticeable, undertaking involving numerous local businesses and organizations. Viking Range Corporation has been aggressively restoring historic buildings for its corporate headquarters for many years. These buildings, located along Greenwood's Front Street, now encompass two complete blocks along the riverfront.

"With our corporate offices on the old 'Cotton Row' along the Yazoo River, we believe the old Hotel Irving is just a natural fit to expand the restoration deeper into the downtown area," said Fred Carl, Jr. "A property that sat abandoned for so many years with so much Greenwood history and potential just had to be capitalized upon."

The Alluvian, located on the corner of Howard Street and Church Street in Greenwood, offers locals and visitors an opportunity to see the historic area in unique fashion. The hotel will soon offer various tours and packages to ensure that any visit to The Alluvian is a memorable one.

The Alluvian is a cosmopolitan boutique hotel located in downtown Greenwood. For more information or for reservations, please contact The Alluvian at 662.453.2114 or visit the website at <http://www.thealluvian.com> . Or, call Chris Carl, 601.898.8965