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The Allison, Oregon Wine Country's First Luxury Inn and Spa, Gets a Logo; Construction is Underway

NEWBERG, Ore.—Oregon wine country's first luxury inn has not only a new name, but also a logo. The Allison Inn & Spa will open in 2009 in northeast Newberg, sporting a stylish capital A designed to be part of the art and architecture of the inn and for use on everything

from large signs to t-shirts, spa robes and stationery.

Owner-developer Joan Austin has revealed the logo and announced that construction is well underway on the 154,841-square-foot inn, spa, restaurant and conference center.

Mrs. Austin is president of Springbrook Properties, Inc., which is developing 450 acres within the Newberg urban growth boundary. To be built over a period of years, it will include homes, townhomes, a retail village and employment (office complex) area in addition to The Allison Inn & Spa.

The logo was designed by The Allison's marketing firm, Leopold Ketel & Partners, which also completed the research that led to The Allison as a name.

"We spent a substantial amount of time selecting a name for our new inn and reviewed a large number of logo designs before we made a decision," Mrs. Austin said. "We believe this design is simple, yet elegant, and will be very impressive on all of our sales and marketing materials, as well as guest amenities and gift items."

"The logo will appear in various sizes, colors and materials, including a lustrous copper foil," said Leopold Ketel Creative Director Jerry Ketel.

The Allison derives its name from a 300-square-mile ice age lake that covered the entire Willamette Valley from Portland to Eugene, Ore., at a depth of 300 to 400 feet above current sea level. The lake was formed by massive floods that scoured rich topsoil from what are now the states of Montana and eastern Washington and deposited it in the Willamette Valley, making it one of the most fertile places on earth.

Lake Allison was named for Oregon State University geologist Ira S. Allison whose work from the 1930s-1950s proved its existence.

The Leopold Ketel & Partners team of John Russell, Jerry Ketel, Amy Spreadborough and Wes Youssi, researched the name and designed the logo (www.leoketel.com).

“It has been a huge honor for us to get in on the ground floor of this major project and to work with Joan Austin and her family on the naming, logo design, advertising and PR. Our team is touching virtually every aspect of marketing that you can imagine for this amazing development,” said John Russell, president of Leopold Ketel & Partners.

The Allison Inn and Spa, restaurant and conference center are all part of the first luxury resort development in Oregon Wine Country. Scheduled to open in 2009, The Allison will feature 85 guestrooms and suites, lush landscaped areas with recreational trails and a nearby working vineyard. For more information, visit www.springbrookproperties.com or call Joe Kavale, 503-537-2000.