



PROMONTORY ANNOUNCES NEW EXECUTIVE CHEF PETER O'BRIEN

Award-Winning Chef Attended Culinary Institute of America

Park City, Utah – Dec. 5, 2011 – Peter Smyth O'Brien has been named the new Executive Chef for Promontory, a Pivotal Group development. Chef O'Brien began his culinary career in Texas including an internship at The Mansion on Turtle Creek, and attended the prestigious Culinary Institute of America in New York.

"I am dedicated to locally farmed products and creating simple, elegant menus," stated Chef O'Brien. He owned his own French-style fine dining restaurant that catered to the likes of President and Mrs. Bush as well as Lady Bird Johnson and has been honored with awards from *Food & Wine* and *Gourmet* magazines. O'Brien's background includes serving as chef for top resort properties in Texas, Utah, and Colorado.

"Chef O'Brien is a proven culinary leader for fine dining and casual, yet high end outlets," stated Pivotal Group CEO Francis Najafi, developer of Promontory. "Peter has worked in luxury mountain environments and brings great talent to our club," he added. Chef O'Brien is in the process of preparing the winter menu for Promontory in anticipation of a busy ski season.

"We are excited to bring Chef O'Brien to Promontory," stated Rich Sonntag, Promontory Managing Director. "He demonstrates great passion for food and will bring a new level of cuisine to Promontory," he added.

About Promontory

Promontory is a 7,500 acre, 10-square-mile recreational second home and private mountain community in the heart of the Utah Rocky Mountains in Park City, Utah. Promontory's unique mountain ranch setting offers diverse year-round recreational amenities and activities for the multi-generational family. For more information, visit www.promontoryclub.com.

About Pivotal Group

Founded more than a quarter century ago by CEO Francis Najafi, Pivotal Group is a diversified investment company primarily focused on real estate and private equity investments. For more information, visit www.pivotalgroup.com.

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