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**LYNCHBURG LEGENDS BAR & GRILL TO REPLACE  
CAL'S CHAMPIONSHIP STEAKHOUSE**

**Memphis, Tenn., November 24, 2009** – Pace Cooper, president and CEO of Cooper Hotels, today announced that his company's Doubletree Hotel in East Memphis now has a unique, new restaurant to replace its former Cal's Championship Steakhouse.

The new Lynchburg Legends Bar & Grill is themed as a tribute to the world famous Jack Daniel's brand. It is centered on the nation's oldest distillery in Lynchburg, Tennessee, the legendary individuals who made Jack Daniel's famous worldwide and legends who helped make Tennessee famous.

"Our décor and menu selections will have a strong Jack Daniel's brand influence and presence," said Mr. Cooper. "The Jack Daniel's brand is known worldwide, bringing the state of Tennessee and its Lynchburg location enormous exposure."

Many famous individuals are associated with the Jack Daniel's brand, and they will be honored as "legends" in the grill's bar area along with other "honorary legends", Mr. Cooper added.

The legends include Jack Daniel himself, the founder of the finest spirits ever to emerge from Tennessee, Frank Sinatra, whose "rat pack" helped bring worldwide prominence to the Jack Daniel's brand, and Memphian Angelo Lucchesi, one of four individuals in the world authorized to sign a Jack Daniel's bottle making it an instant collector's item.

Other legends include Elvis Presley and Josh Pastner, University of Memphis basketball coach, who will continue the tradition of hosting the Memphis Basketball Coach's Show in Lynchburg Legends, the same location as the past few years.

Lynchburg Legends Bar & Grill is open for lunch and dinner nightly.

For more information on Lynchburg Legends, go to Facebook/Lynchburg Legends. For more information on Cooper Hotels or the Doubletree Hotel Memphis, visit [cooperhotels.com](http://cooperhotels.com) or [doubletreememphis.com](http://doubletreememphis.com).

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