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FOR IMMEDIATE RELEASE

Jackmont Hospitality Inc. Supports National Center for Civil and Human Rights

The Honorable Maynard Jackson's Company will raise \$2.5 million
through Matching Gift Effort

ATLANTA (May 17, 2011) – The National Center for Civil and Human Rights (Center) today announced the late Mayor Maynard Jackson's daughter, Brooke Jackson Edmond, partner Daniel Halpern and widow Valerie R. Jackson are leading an effort among ten minority business owners to raise \$2.5 million for the Center. Their company, Jackmont Hospitality Inc. pledged \$250,000 in honor of Mayor Jackson's legacy of encouraging business ownership among African Americans.

"Maynard Jackson had a vision for Atlanta and diverse business ownership was key to achieving it. Our growth into a major commercial and culture hub is to his credit. It's wonderful to see the next generation carrying the work forward by supporting the National Center for Civil and Human Rights," said the Honorable Shirley Franklin, board chair of the Center, who also served as Mayor Jackson's chief of operations.

Jackmont Hospitality joins prominent partners of the Center, including The Coca-Cola Company, Delta Air Lines, The Arthur M. Blank Family Foundation, The Home Depot Foundation, Newell Rubbermaid, Turner Broadcasting System Inc. and The UPS Foundation.

"We are very proud to assist in mobilizing the business community in Atlanta in support of the Center. This institution will be valuable to our city as we celebrate our shared history and apply the lessons in today's world. My father and great grandfather, John Wesley Dobbs, both knew Atlanta would become the capitol of the new American South and a shining beacon of civil and human rights for the world. We make this gift in honor of Maynard's tireless and visionary work," said Jackson Edmond, SVP and founding principal of Jackmont Hospitality.

About The Center

The National Center for Civil and Human Rights will display The Morehouse College Martin Luther King Jr. Collection (King Papers), the award-winning *Without Sanctuary* lynching exhibit and serve as a hub for ongoing dialogue, attracting world-renowned speakers and artists who work on a variety of human rights topics. Located in Downtown Atlanta at Pemberton Place and equipped with broadcast and event space, the Center will host civil and human rights conversations among scholars, organizations and the public. For more information, visit www.cchrpartnership.org.

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About Jackmont Hospitality

Founded in 1994 by Daniel Halpern, Brooke Jackson Edmond, and her father, the late former Atlanta Mayor Maynard Jackson Jr., Jackmont Hospitality is a full-service foodservice company.

The foundation for Jackmont Hospitality was established in the 1930s with a small family resort established by Reverend Maynard Jackson Sr. and his wife, Dr. Irene Dobbs Jackson. Nestled in the North Georgia Mountains, this resort was used to host family and associates. Affectionately nicknamed "Jackmont," Jackson's mountain resort came to be known as a refuge for warm, attentive hospitality. Since beginning operations with a single retail location, Jackmont Hospitality has grown dramatically. Today, Jackmont owns multiple casual dining franchises around the country while also managing dining programs for various clients.

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