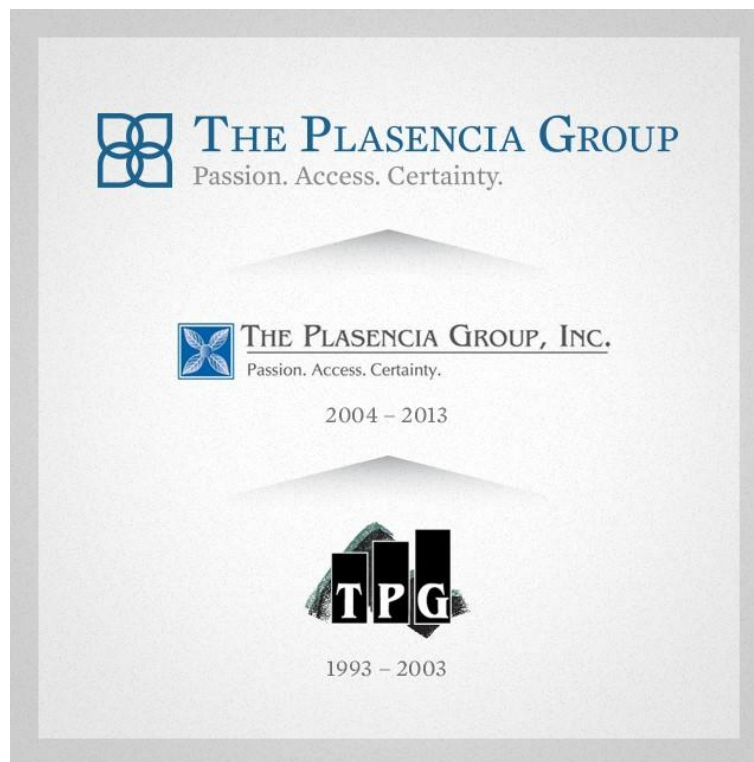


The Plasencia Group Reveals a Fresh Look Following Its 20th Anniversary

Tampa, Fla. (February 5, 2014) – Entering its third decade of providing personalized hospitality investment advisory services, The Plasencia Group is introducing a new logo and branding for the firm and its affiliates. The Company has undertaken a number of endeavors as part of the transformation, including the refreshing of the firm’s logo, the release of a new company website and the implementation of state-of-the-art Citrix ShareFile Virtual Data Room technology.



Founded in 1993 with one office in Tampa, Florida, The Plasencia Group now maintains a national footprint through its regional offices strategically situated throughout the country. The firm recently completed its 20th year of service to its clients. The new logo celebrates the company’s rich tradition while embracing modern aesthetics. The fresh, new website showcases The Plasencia Group’s areas of expertise in investment sales, capital markets and advisory and consulting services, while also serving as a portal for clients and partners to access due diligence and other industry information. The Company’s new virtual data room utilizes Citrix ShareFile technology, providing clients with seamless access to property information in an easily maneuverable and secure cloud environment.

Lou Plasencia, CEO of The Plasencia Group, commented, “We have been blessed with many, many industry friends and clients that have been loyal to us for over twenty years now. As the company evolves and expands, we will continue to enhance the exceptional, individualized attention that has differentiated us for so many years.”



The Plasencia Group has had the pleasure of working with major owners of hotels across the United States, Canada, Mexico and the Caribbean. They include Blackstone, MetLife and Prudential, as well as major lodging brands such as Hilton, Hyatt, InterContinental, Marriott and Starwood. Representative engagements include Amelia Island Plantation, InterContinental hotels in Chicago and Miami, the Marriott Wardman Park in Washington, DC, the Four Seasons in Atlanta and the Loews in Hollywood, California.

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The Plasencia Group is a multi-faceted, full-service hotel investment and consulting firm with three corporate divisions: Transaction Services, Capital Markets, and Consulting & Advisory Services, serving clients through its U.S. regional offices. For more information, please visit www.tpghotels.com.

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