



DRIFTWOOD HOSPITALITY MANAGEMENT SELECTED BY MAZEX HOLDINGS TO MANAGE 148-ROOM HOTEL IN DELAND, FLORIDA

Clarion Hotel and Conference Center Becomes 12th in Driftwood's Expanding Florida Portfolio



North Palm Beach, Fla. – May 30, 2013 – Driftwood Hospitality Management (www.TheDriftwoodDifference.com) today announced that it has been selected by MAZEX Holdings to manage the 148-room Clarion Hotel and Conference Center. As the only full-service property in DeLand, Florida, the hotel will undergo a \$3M renovation with Driftwood's guidance, including major updates to guestrooms and all common areas, positioning it as an ideal destination for travelers visiting Volusia County.

The Clarion Hotel and Conference Center currently features 148 guestrooms, including eleven spacious suites, and more than 5,000 square feet of meeting space, which can accommodate 300-plus attendees. The hotel features banquet, convention and meeting spaces unmatched by any other property within a 20-mile radius of DeLand. Additional offerings include an outdoor pool, fitness center, complimentary high-speed internet, a full-service restaurant serving breakfast, lunch and dinner, and full room service.

"We did extensive due diligence, interviewing several excellent hospitality management companies and finally, selecting Driftwood to manage this important property in our portfolio," said Robert Malkani, Chairman, President & CEO of MAZEX Holdings. "Driftwood's experienced and highly professional staff – coupled with a superior executive management team – was unrivaled by any other group. We are delighted to partner with Driftwood and look forward to a long and mutually rewarding relationship."

Effective immediately, Driftwood is charged with managing all day-to-day operations for the hotel, as well as working with MAZEX Holdings, LLC and the hotel's existing staff, to position the Clarion Hotel and Conference Center as a frontrunner in the DeLand area. A \$3M renovation program is currently underway and slated for mid-summer completion. Driftwood will leverage its expertise in hotel construction and renovations, a key factor helping

the company secure this management contract, to finalize redesign the hotel's lobby, public spaces, pool deck, meeting and banquet space, guestrooms, fitness center, restaurant, lounge and exterior.

"Based on Driftwood's experience turning around properties of virtually every shape and size, we are confident in our ability to get the Clarion Hotel and Conference Center to the point where it will consistently yield successful returns for ownership and be a terrific place for employees and guests alike," said Brian Quinn, EVP of Development of Driftwood Hospitality Management. "As the market continues to rebound in Florida, in particular, we are seeing pockets of opportunity for aggressive growth. DeLand is one area where we are excited to have a presence and we look forward to working with the team on this exciting renovation."

DeLand, located in Volusia County, Florida, is a quintessential small town rich in history and culture. The downtown area, lined with charming gift shops and restaurants, has been recognized as a national Main Street with special events focusing on culture, arts, history, hospitality and lifestyle. Area attractions, which are located just minutes from the Clarion Hotel and Conference Center, include Blue Springs State Park, Stetson University, DeLand Airport, the skydiving capital of the world, and the world famous Daytona International Speedway. Centrally located between Orlando and Daytona Beach, DeLand also offers travelers easy access to Orlando theme parks and attractions, as well as some of the most sought-after Florida beaches.

For more information about Driftwood Hospitality Management and to stay up-to-date on the latest news, visit www.TheDriftwoodDifference.com or follow Driftwood on [Facebook](#), [Twitter](#) and [LinkedIn](#). For hotel reservations, please visit: <http://www.clarionhotel.com/hotel-deland-florida-FLB59>.

About Driftwood Hospitality Management

Based in North Palm Beach, Fla., Driftwood Hospitality Management, LLC is a leader in providing solutions-based services for the domestic and international hotel industry. Guided by *The Driftwood Difference – Flexibility, Diversity, Integrity, Accessibility, Originality*, the company covers the full spectrum of lodging business needs. From full-service, upscale and upper-upscale hotels to mid-size extended-stay, select and limited-service properties, Driftwood's portfolio represents virtually every segment of the hospitality industry. Focused on strategic acquisition, development, third-party management, asset management and receivership, Driftwood has extensive management experience and relationships with most major brands, including Starwood Hotels & Resorts Worldwide, Hilton Worldwide, InterContinental Hotels Group, Inc., Carlson, Choice Hotels International, Inc. and Wyndham Worldwide. With offices in Costa Rica, Scottsdale, Ariz. and Miami, Fla., the company and its hotels have received more than 20 industry awards in the past three years.

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