



Driftwood Hospitality Management Appoints Three General Managers

Industry Experts to Lead Teams at Hilton Properties

North Palm Beach, Fla. – February 20, 2013 – Driftwood Hospitality Management (www.TheDriftwoodDifference.com) today announced the appointments of new general managers at three of the company's Hilton Worldwide properties. Effective immediately, Becky Darnell joins the Hampton Inn Daytona Beach Speedway – Airport; Joseph Jones joins the DoubleTree Suites by Hilton Hotel Columbus Downtown and Nabil Salloum joins the Hilton Tampa Downtown. Each of these seasoned hospitality executives will oversee day-to-day operations for their respective property and report successes against ambitious growth goals set by the Driftwood executive team.

“Since Driftwood was founded nearly 14 years ago, one of our main priorities has been to always ensure we acquire and retain the best talent in the industry” said David Buddemeyer, president of Driftwood Hospitality Management. “I am pleased to congratulate Becky on her newest position with us and to welcome Joseph and Nabil to the Driftwood family. All three of these passionate leaders have generated impressive results in previous positions, so I am certain they will keep us moving in a positive direction in 2013 and beyond.”

To further the success of each property, the managers will use the guidance of *The Driftwood Difference* coupled with their distinct experiences, which include:

- Darnell joins the 122-room Hampton Inn Daytona Beach Speedway – Airport team from the same position at the Clarion Inn Airport in Fletcher, N.C. She began her career in the airline industry before coming onboard with Driftwood in 2005. Since that time, Darnell has risen through the ranks at Driftwood, serving in a variety of roles, including assistant general manager, general manager, controller and human resources director. Darnell graduated with a B.S. in Business and a minor in English from Texas A&M University.
- Jones will oversee operations of the 194-room DoubleTree Suites by Hilton Hotel Columbus Downtown, which will undergo a 6M renovation this year. Most recently, he was director of operations of new builds and transitions with Hilton brands. He holds a B.S. in Business Management and a Masters in Business Administration from the University of Texas Arlington.
- Salloum, a trilingual operations executive with expertise in turning around underperforming properties and opening new hotels in metropolitan markets joins Driftwood at their most recently acquired hotel, the 521-room Hilton Tampa Downtown.

With over 28 years in the hospitality industry Salloum has proven his ability to develop teams to outperform previous highs in service and guest satisfaction while streamlining operations to increase profit margins. Salloum previously was general manager of the Renaissance Plantation Hotel in Plantation, Fla. He earned his B.S. in Business Administration from the University of Louisville and University of Phoenix.

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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