



DRIFTWOOD HOSPITALITY MANAGEMENT NAMES CHIEF FINANCIAL OFFICER

North Palm Beach, Fla. – January 8, 2014 – Driftwood Hospitality Management (www.TheDriftwoodDifference.com) is pleased to announce Mark Odom has been named chief financial officer for the company. An 18-year veteran of the hospitality industry, Odom is responsible for the financial planning, recording, and record-keeping for the company's portfolio of properties ranging from upscale hotels to limited service.

"Mark's demonstrated track record as a successful CFO and hands on business experience made him the perfect candidate to step into this important role on our management team," said David Buddemeyer, president of Driftwood Hospitality. "Mark has shown impressive financial leadership expertise in prior positions and has a proven track record of managing transformation while driving financial discipline."

Over his career, Odom served in a number of accounting positions including director of finance at Casino Resource Corporation in Ocean Springs, MS and senior director of finance at Isle of Capri in Lula, MS. Additionally, Odom was the Director of Finance for the Seminole Hard Rock Hotel & Casino in Hollywood, FL where he played a large role in opening the casino resort, including the shaping of policy and the organizational structure, and was responsible for all accounting functions. Odom also served as the CFO for PGA National Resort & Spa in Palm Beach Gardens, FL where he led decision making for all facets of the four star four diamond operation including hotel, food & beverage, spa, and golf, led transition between ownership groups, and managed a \$40 million capital improvement project.

Mark holds a bachelors and master's degree in Accounting from the University of Mississippi and is a certified public accountant.

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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