



## **Driftwood Hospitality Management Completes \$9.5 Million Renovation of Sheraton Columbus Hotel at Capitol Square**

*Grand Reopening Celebration Highlights Driftwood's Largest-Ever Renovation*



**North Palm Beach, Fla. – January 14, 2013** – Driftwood Hospitality Management today announced the completion of its largest renovation to-date, a \$9.5 million top-to-bottom overhaul of the Sheraton Columbus Hotel at Capitol Square in downtown Columbus, Ohio. The completion of this renovation program is part of Driftwood's growing footprint in the expanding Downtown Columbus area.

“The Columbus market is ripe with potential and we believe this is a terrific market to invest in, as the economy begins to make a comeback,” said David Buddemeyer, president of Driftwood Hospitality Management. “We are excited to complete an extensive renovation at this property and look forward to the response by the local community and guests.”

The Sheraton Columbus Hotel at Capitol Square hosted a grand reopening reception on Wednesday, December 5<sup>th</sup>. With over 300 guests in attendance, the event included tours of the hotel's newly renovated spaces, a jazz performance by Tommy B & Co as well as Sheraton-branded prizes including a Sheraton Sweet Sleeper Bed. Partners for the successful evening included PSAV, Watershed Distillery, Four String Brewing Co, Heidelberg Distributors, Connie Duglin Linens, Excel Design, Bespoke Floral & Event Design, Lambert Photography and Precise Ice.

The multi-million dollar, top-to-bottom renovation brought significant upgrades to all interior spaces of the hotel as well as a new flag under the Starwood brand. The 403-room property now includes all of the Sheraton brand's signature offerings including the Sweet Sleeper Bed, Club Lounge, Link@Sheraton® experienced with Microsoft® and Sheraton Fitness programmed by Core Performance. The Sheraton Columbus Hotel at Capitol Square is also home to the Starbucks Capitol Square, one of the top-selling Starbucks in the region. It's convenient location within the hotel and friendly baristas have made it the neighborhood's go-to coffee shop.

"We invite travelers to come experience the new look and feel of Sheraton in downtown Columbus, including our latest signature brand offerings, which are designed to create community and help guests make connections," said Hoyt Harper, Senior Vice President, Sheraton Hotels & Resorts. "We appreciate the efforts of Driftwood's team in delivering our brand to the Columbus market and look forward to a continued partnership with Driftwood in 2013 and beyond."

Located across the street from the Ohio Capitol, a short stroll from entertainment venues such as Theater Row, the Arena District and the Short North Arts District, and just minutes from the Fortune 500 headquarters of Nationwide Insurance, Limited Brands, Cardinal Health, American Electric Power and Huntington Bank, the Sheraton Columbus Hotel at Capitol Square is perfectly placed to host both business and leisure travelers.

#### **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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