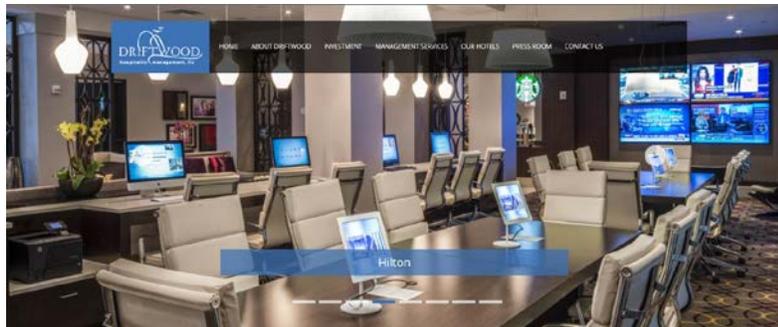




DRIFTWOOD HOSPITALITY MANAGEMENT LAUNCHES NEW WEBSITE WITH ENHANCED LAYOUT, USABILITY & INTERACTION

North Palm Beach, FL – September 11, 2014 – Driftwood Hospitality Management today announced the debut of its new website, www.DriftwoodHospitality.com. The user-friendly site features improved functionality and streamlined navigation, providing enhanced access to information on Driftwood's extensive services. It showcases Driftwood's rapidly expanding portfolio of managed, owned, and operated hospitality properties around the world.

"Part of the commitment we make to our partners is to continuously innovate, and that includes refreshing our own internal programs and marketing platforms on a regular basis," said Michael Diaz, Chief Operating Officer of Driftwood Hospitality Management. "Our new website is an extension of our evolving brand and we believe it more clearly represents Driftwood's dynamic services, strong relationships and core values."



The new Driftwood website, created by [eMax Hotel Internet Marketing](#), features a new and improved layout and an elegant navigation bar. With this updated functionality, the site is more user-friendly and visually appealing, including a scrolling stream of high-quality property photos that showcase the company's diverse

and extensive portfolio of brand relationships.

"Users can more easily access information on Driftwood's services with a sleek, simplified navigation bar at the top of the site," said eMax Lead Designer Ian Carfagna. "We also created the '[View Hotels by Map](#)' feature which allows users to quickly search Driftwood's property locations in a visually interactive manner."

The new website effectively communicates The [Driftwood Difference](#) and includes a revamped list of provided services, recent industry awards, executive team profiles, and more.

For additional information on Driftwood Hospitality Management, visit www.DriftwoodHospitality.com. Follow Driftwood Hospitality Management on Facebook at www.facebook.com/DriftwoodHospitality and Twitter [@DHMhotels](https://twitter.com/DHMhotels).

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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