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**DoubleTree by Hilton Gainesville Opens Just a Kickoff Away
from University Campus**

Fully-renovated hotel offers upscale, contemporary lodging for North Central Florida travelers

GAINESVILLE, Fla. and MCLEAN, Va. – Oct. 4, 2016 – Visitors of the quintessential college town of Gainesville can now treat themselves to upscale lodging just moments from campus -- with the opening of [DoubleTree by Hilton Gainesville](#).

The fully-renovated, 205-room contemporary hotel is the first in Gainesville for DoubleTree by Hilton, one of [Hilton's](#) (NYSE: HLT) 13 market-leading brands. Ideally situated just two miles from the nearby university campus and UF Health hospital, DoubleTree by Hilton Gainesville is a short walk from shops at Butler Plaza and offers convenient access to I-75 and Archer Road.

With both an academic and Gator theme woven carefully throughout the hotel, the design pays homage to the university and exudes an upscale, college town vibe reflected in its contemporary design, atrium-style lobby and unique outside courtyard space perfect for social events or corporate meetings.

“Whether cheering on the Gators at Ben Hill Griffin Stadium, visiting for an important meeting or planning a cycling trip with the family, there’s no denying Gainesville is both a thriving university city and popular tourism hotspot,” said Dianna Vaughan, senior vice president and global head, DoubleTree by Hilton. “Today, DoubleTree by Hilton Gainesville is happily opening its doors to the city’s diverse set of travelers, providing them with our beloved warm Chocolate Chip Cookie welcome as well as our award-winning service.”

Each spacious and newly-renovated guest room has fashionable décor that is both charming and functional. Rooms are furnished with a large, 50” HDTV, Keurig® coffeemaker, guest baths featuring granite stone tops, subway tile showers and DoubleTree Sweet Dreams® Sleep Experience beds. Free, high speed Wi-Fi is offered in each guest room and public area, and many rooms have balconies offering beautiful views of the hotel’s courtyards.

“We’re excited to offer a hospitality, bar and dining experience unlike anything else in Gainesville,” said Ken Ferretti, Vice President at CrossHarbor Capital Partners, who led the redevelopment. CrossHarbor acquired the asset in June 2015, formerly known as the independently-flagged Cabot Lodge, and successfully led the transformative process to fully redesign, renovate and convert the property to DoubleTree by Hilton.

That courtyard feel of the DoubleTree by Hilton Gainesville extends to the atrium lobby and its centerpiece, the posh lobby bar. There, guests may unwind over a variety of beers, cocktails and full restaurant menu, while watching sports on the massive, 12-foot wide TV wall. The lobby is also the setting for Fodder and Shine, the hotel’s casual rustic restaurant, serving Florida cuisine with a modern flair. For in-room dining, guests may make use of the restaurant’s extensive room service option or purchase salads, sandwiches, snacks and beverages from the 24-hour Made Market Pantry.

Those wishing to work out or relax while sunbathing will enjoy the heated, resort-style outdoor pool as well as the newly expanded 24-hour state-of-the-art fitness center, featuring top of the line cardio equipment.

Should guests need meeting or event space, the DoubleTree by Hilton Gainesville provides 1,986 square feet of meeting space in rooms that can accommodate up to 80 people, as well as an indoor/outdoor space ideal for cocktail parties or receptions for as many as 125 people. A state-of-the-art sound system and A/V equipment are also available, as is a 24-hour complimentary business center.

In addition to the iconic warm Chocolate Chip Cookie welcome, the hotel provides guests with a full complement of services and DoubleTree by Hilton brand amenities, including the Wake Up DoubleTree Breakfast, an assortment of gourmet in-room tea and coffee offerings by The Coffee Bean & Tea Leaf®, and a refreshing array of the Aroma Actives Essentials natural skin and body care line.

“This city draws a wide range of visitors for business, leisure and university activities, and the DoubleTree by Hilton Gainesville can effortlessly serve them all,” said Matt Dickman, general manager, DoubleTree by Hilton Gainesville. “Backed by the global reputation of Hilton, our beautiful hotel is the perfect destination for individuals or families seeking a comfortable stay.”

As part of the Hilton portfolio of brands, guests of DoubleTree by Hilton Gainesville are also encouraged to participate in [Hilton HHonors](#), Hilton’s free-to-join loyalty program. Hilton HHonors members who book directly with Hilton save time and money and gain instant access to the benefits they care about most, including:

- An exclusive member rate at more than 4,500 hotels worldwide.
- Instant benefits, such as free Wi-Fi, the ability to earn and redeem Points for free nights as well as access to digital check-in with room selection and Digital Key.
- Unforgettable, exclusive experiences, available via Points at [HHonors.com/auctions](#), such as access to private concerts or sought-after events.

To celebrate the hotel's re-opening, Hilton HHonors members will earn an additional 1,000 Points per night from opening day through April 5, 2017, when booking directly with Hilton. Gold

and Diamond members will also enjoy free premium Wi-Fi and space-available upgrades to the hotel's exclusive Hilton HHonors floor and complimentary Wake Up DoubleTree Breakfast.

DoubleTree by Hilton Gainesville is located at 3726 SW 40th Boulevard, Gainesville, Florida 32608.

For more information, or to make a reservation, travelers may visit dtgainesville.doubletreebyhilton.com or call 352-375-2400. The property is owned by [CrossHarbor Capital Partners LLC](#) and managed by [Driftwood Hospitality Management](#).

Media may access additional information on DoubleTree by Hilton Gainesville at news.doubletree.com/gainesville. For more news on DoubleTree by Hilton hotel openings, visit news.doubletree.com.

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About DoubleTree by Hilton

DoubleTree by Hilton is a fast-growing, global collection of more than 465 upscale hotels with more than 112,000 rooms in gateway cities, metropolitan areas and vacation destinations across six continents. Everything about DoubleTree by Hilton aims to return the human touch to travel, starting with the presentation of a warm chocolate chip cookie upon arrival and continuing throughout with Team Members dedicated to Creating a Rewarding Experience (CARE) for hotel guests, other Team Members and the communities the brand proudly serves. DoubleTree by Hilton properties offer unique, contemporary accommodations and full-service facilities including restaurants and lounges, room service, health clubs, business centers and meeting and banquet space. Hilton HHonors members who book directly through preferred Hilton channels receive instant benefits, including an exclusive member discount that can't be found anywhere else, free standard Wi-Fi and digital amenities like digital check-in with room selection and Digital Key (selected locations) available exclusively through the industry-leading Hilton HHonors app. To make reservations at any DoubleTree by Hilton hotel, travelers may visit our brand website at doubletree.com. Social media users may connect with us at facebook.com/doubletree, twitter.com/doubletree and youtube.com/doubletreehotels. Reporters and bloggers may visit our DoubleTree by Hilton Global Media Center at news.doubletree.com for more information.

About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company, comprising more than 4,700 managed, franchised, owned and leased hotels and timeshare properties with over 775,000 rooms in 104 countries and territories. For 97 years, Hilton has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of 13 world-class global brands includes Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including an exclusive member discount, free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where Hilton HHonors members can check-in, choose their room, and access their room using a Digital Key. Visit news.hiltonworldwide.com for more information and connect with Hilton on [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#), [LinkedIn](#) and [Instagram](#).

About CrossHarbor Capital Partners LLC

CrossHarbor Capital Partners LLC (CrossHarbor), based in Boston and with offices in Newport Beach, is an alternative investment management firm that invests in core-plus, value-add and opportunistic commercial real estate transactions. The firm seeks short and medium duration debt and equity investments that offer a compelling case for generating high absolute returns. CrossHarbor was founded

in 1993 and has invested in more than \$12 billion of commercial real estate on behalf of a diversified and highly regarded group of endowments, foundations, public and corporate pension plans, financial institutions, family offices and sovereign entities. For more information, visit www.crossharborcapital.com.