

For Immediate Release

Contact: Michella Silvestros
Sunshine Hotel Group, LLC
(305) 859-8385, (305) 859-8388
michella@sunshinehotelgroup.com

Florida Hurricanes No Match For Hyatt Place Lake Mary Structure

LAKE MARY, Feb. 1, 2008. Sunshine Hotel Group, the Miami-based hotel development and management company, sets the bar that sets apart the \$16.5 million construction of the new Hyatt Place hotel development in Lake Mary, FL.

The secret behind its sound structure is the simplicity of the cast-in-place concrete system employed in conjunction with the architectural renderings of Israel Bigelman, Architects. Known as the "Outinord Tunnel Forming System", it incorporates a series of angled sections that are locked together to form a long inverted "U"-shaped tunnel. Stairways, doorways, windows, and corridors are "boxed-out" and the remaining structure is completely reinforced with poured concrete. It requires extreme planning and forethought between the general contractor, plumbing, electricity, and IT contractors, because these elements are placed in the walls prior to pouring the concrete. This may pose as a challenge because once the concrete is poured, one cannot fix any mistakes or forgotten installations, but if done correctly, this allows for much of the electrical installation to be completed early on in the process.

The new solid concrete walls are cast monolithically, with reinforced concrete floor slabs above. This results in a rigid and structurally sound building-shell with superior sound transmission rating (STC) between the rooms. A high sound transmission rating ensures that guests receive a noise-free high quality stay. The concrete-reinforced exterior walls have a painted stucco finish and applied decorative banding. All exterior glazing and window systems have laminated impact glass.

The overall structure results in a contiguous building envelope meeting or exceeding the latest industry construction and hurricane standards. Tunnel formed structures are most advantageous in Florida, where hurricanes, termites and mold pose a real and serious threat. The direct applied finishes on the system's demising walls, result in a durability much superior to wood and drywall construction typically used in many other Florida structures.

"Tunnel-formed reinforced concrete structures offer superior resistance to wind, mold and sound transmission. The guests of the Hyatt Place Hotel will ultimately be the beneficiary of this added value incorporated into the hotel structural system", stated Tom Walsh, President of JJW Construction, Inc., the general contractor. In addition, the tunnel forming system is also preferred by the fire department for its improved fire safety. Because of the solidity of the structure, it is optimally and efficiently insurable. The use of the tunnel-form system allows a mass-production approach to be used on the site, resulting in the more rapid production of the concrete shell. This also leads to

greater efficiency in the use of both materials and labor, while creating minimal waste, thus ensuring a cleaner, safer jobsite. In addition, this innovative system provides an accelerated rate of construction for earlier commencement of operations and occupancy at the hotel.

Expected opening for the Hyatt Place Hotel Lake Mary is scheduled for Summer of 2008.

###

For more information about Sunshine Hotel Group, LLC call (305) 859-8388 or visit www.SunshineHotelGroup.com . For Hyatt Place - Lake Mary, call (407) 444-0393 or visit www.HYATT-PLACE.com .