

## **For Immediate Release**

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### **Hyatt Place Lake Mary Names Jamie Ross General Manager**

LAKE MARY, Jan. 30, 2008. Sunshine Hotel Group, LLC, announces the appointment of Jamie Ross as General Manager at the new Hyatt Place in Lake Mary, FL. In her new role, Ross is responsible for overseeing all property operations. Through strategic planning, she is to optimize hotel performance, and achieve optimal profitability by maximizing revenues for the organization.

Ross brings a wealth of knowledge and experience to the new Hyatt Place Lake Mary, with over 20 years of experience in various hotel management positions. Prior to joining Hyatt Place, Ross was the General Manager of the Hilton Garden Inn Lake Mary, where she received accolades, from the Hilton Hotels Corporation, for "Hotel of the Year" in 2001 and 2004 with top five annual ranking in customer loyalty ratings since the hotel's opening. During her tenure, she consistently exceeded rev par penetration amongst her competitive set and was known for continuous staff development and optimal retention rates.

Among her long list of affiliations, Ross has been a member of Central Florida Hotel Lodging Association where she has served for six years on the Board of Directors and was voted "Hotelier of the Month" in 2001 and 2005. In addition she serves as Vice Chair of the Tourist Development Council for Seminole County, is a member of the American Hotel Motel Association and Florida Restaurant & Lodging Association, and is on the Board of Directors for Primera Association, a real estate development company in Seminole County, FL.

Commenting on the appointment, Andreas Meinhold, Managing Member of Sunshine Hotel Group, LLC, says: "Jamie Ross has a fantastic record in all aspects of hotel operations. Given her knowledge of the Lake Mary and Central Florida market, and her experience with other hotel brands in the area, we are confident that Jamie is the ideal person to lead our new Hyatt Place hotel. Her wealth of knowledge in employee management development will suite Sunshine Hotel Group well, as we grow our portfolio. She has proven her competence in many ways, as seen by the awards she has garnered during her tenure at the Hilton Garden Inn. In addition, she generally believes in Sunshine Hotel Group's values and acts by our credo that happy employees produce happy customers and the multiple of the two, produces happy owners. That is why we believe that Jamie is extremely well suited for the challenge."

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

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