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For Immediate Release

SUNSHINE HOTEL GROUP ANNOUNCES ASSISTANT GENERAL MANAGER FOR HYATT PLACE® ORLANDO/LAKE MARY

Chipp Frame Joins Grand Opening Team

LAKE MARY, Fla. (September 22, 2008) – In anticipation of the October 2008 grand opening of the 128-room Hyatt Place® Orlando/Lake Mary hotel, owner and developer Sunshine Hotel Group, LLC adds Charles (Chipp) Frame, Jr. as assistant general manager and Mary Napoli as sales coordinator to its management team.

Located on South International Parkway in Seminole County, Hyatt Place is a new kind of hotel that complements Hyatt's full service brands and combines contemporary design with innovative services and amenities to create an atmosphere of casual hospitality.



Frame (photo at left) is a seasoned management professional with more than 20 years of industry experience highlighted with successful operations of hotel and food service establishments. Most recently, Frame served as a wine consultant with PRP Wine International in Lake Mary with previous hospitality expertise at Marriott's Orlando World Center and Hyatt Regency Grand Cypress.

"Chipp's in-depth knowledge and experience of food and beverage operations bring a unique skill set and leadership focus to the sales and marketing strategy for Hyatt Place/Orlando Lake Mary," said Jamie Ross, general manager. "We are proud to have Chipp join the opening team to lead our associates to exceptional levels of guest service and operational success."

Frame holds a Bachelor of Science in Food & Beverage Administration from Rochester Institute of Technology in Rochester, N.Y. and currently resides in Lake Mary.

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Additionally, Mary Napoli (photo at right) joins the Hyatt Place Orlando/Lake Mary team as sales coordinator with key responsibilities including sales lead management and community relations. In addition to serving as a substitute teacher in Seminole County, Napoli was formerly a sales executive with ERA Advantage Realty where she was awarded “Rookie of the Year” and “Million Dollar Club” designations. Her career spans more than 20 years and she earned a Bachelor of Science in Telecommunications from the University of Florida.



HYATT PLACE BACKGROUND

Hyatt Place was inspired by the changing landscape of contemporary, multi-tasking business travelers, who have successfully adapted to today’s “24/7 lifestyle,” seamlessly merging personal and professional activities. To help guests achieve this, Hyatt Place offers an atmosphere of casual hospitality with a balanced mix of comfortable and functional amenities.

- **Guestrooms:** For work, guests can take advantage of the complimentary Wi-Fi, and an oversized desk and ergonomic chair in each room. And when it’s time to relax, they can stretch out on the eight-foot Cozy Corner sectional sofa-sleeper and watch their favorite shows on the room’s 42-inch flat panel, high-definition television. Each room’s innovative Hyatt Plug Panel™ also allows guests to connect their own entertainment media to the television, including laptops, MP3 players, DVD players or any other portable device. At bedtime, the signature Hyatt Grand Bed™ ensures guests will enjoy a peaceful night’s sleep.
- **Gallery:** An innovative welcoming arrival area where guests are greeted by a Gallery Host who assists guests with everything from check-in to providing tours of the hotel. The Gallery offers two self-registration kiosks, an intimate coffee and wine café and bakery, free Wi-Fi, a TV den and an “e-room” with free access to public computers and a printer with secure print-ahead technology.
- **Mealtime:** Guests at *Hyatt Place* may purchase signature hot breakfast entrées along with Starbucks® specialty coffees or enjoy a free continental breakfast. *Hyatt Place* also offers a variety of freshly prepared, café-quality items, including made-to-order entrées, sandwiches, soups, salads and pizza, which guests can order 24/7 via a touch screen menu in the Guest Kitchen or from a Gallery Host.
- **StayFit@Hyatt:** To help guests stay physically and mentally productive, each Hyatt Place offers a StayFit@Hyatt gym featuring state-of-the-art Life Fitness® equipment.

About Sunshine Hotel Group

Sunshine Hotel Group, LLC is a Miami-based, globally-experienced, hotel development, asset and management company headed by Ira Levenshon and Andreas Meinhold. Levenshon and Meinhold specialize in hotel development, construction supervision, management of hotels in multiple market segments and hotel ownership with notable flags such as Hilton, Hyatt and Swissôtel. Their expertise extends to the construction of apartment complexes and shopping centers as well as international hotel management, distribution, marketing and financing. Sunshine Hotel Group, LLC has primary ownership and interest in The Hilton Garden Inn Jacksonville/Ponte Vedra and a new Hyatt Place® property, slated to open in Lake Mary, Fla. in the fall of 2008. For more information about Sunshine Hotel Group, LLC call (305) 859 - 8388 or visit www.SunshineHotelGroup.com.

About Hyatt Place

Hyatt Place is a new kind of Hyatt for today's relaxed lifestyle. Hyatt Place is ranked *Highest in Guest Satisfaction Among Mid-Scale Hotel Chains with Full Service* according to J.D. Power and Associates. Catering to today's discerning travelers, Hyatt Place combines The Hyatt Touch® with stylish design, purposeful amenities and forward-thinking technology. Hyatt Place is a brand of Global Hyatt Corporation that currently offers nearly 120 locations nationwide and will offer 130 hotels by year-end 2008. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com.

About Global Hyatt Corporation

Global Hyatt Corporation, headquartered in Chicago, is one of the world's premier hotel companies. The hotels owned, operated, managed or franchised by its subsidiaries provide authentic hospitality to guests in 45 countries through a passionate commitment to personalized service, cultural relevance, and the environment. Global Hyatt subsidiaries own, operate, manage or franchise more than 365 hotels and resorts worldwide under the **Hyatt®**, **Hyatt Regency®**, **Hyatt Resorts™**, **Grand Hyatt®**, **Park Hyatt®**, **Hyatt Place®**, **Hyatt Summerfield Suites®** and **Andaz™** brands with additional properties under development on five continents. **Global Hyatt Corporation** is also the owner of **Hyatt Vacation Ownership, Inc.**, operator of **Hyatt Vacation Club®**. The success of Global Hyatt is driven by the commitment and energy of the approximately 90,000 men and women around the world who provide exceptional service to hotel guests. From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or visiting www.hyatt.com.

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Hyatt Place received the highest numerical score among mid-scale hotel chains with full service in the proprietary J.D. Power and Associates 2008 North America Hotel Guest Satisfaction StudySM. Study based on responses from 53,453 guests measuring 12 mid-scale hotels with full service and measures opinions of guests who stayed in a hotel May 2007-June 2008. Proprietary study results are based on experiences and perceptions of consumers surveyed June 2007-June 2008. Your experiences may vary. Visit jdpower.com.

Editor's Note:

Pre-grand opening tours and interviews available by contacting Laura E. Richeson, APR at 407-478-4040 or LRicheson@bennettandco.com.