



Driftwood Hospitality re-introduces the Crowne Plaza to Memphis
Wyndham Garden Hotel is re-branded following a multi-million dollar renovation

North Palm Beach, FL — 04/XX/08– Driftwood Hospitality announces the re-branding of the Wyndham Garden Hotel to the Crowne Plaza Memphis. Conveniently located in the heart of downtown Memphis, the 230 room hotel opened following a multi-million dollar renovation.

As part of the renovation, the guest rooms and 5,000 square feet of meeting space received upgrades. The property also features an outdoor swimming pool, fitness and business center and complimentary wired high speed Internet access throughout the hotel.

“We are very excited to bring the Crowne Plaza brand back to Memphis. The renovation has revitalized the 11- story property allowing its guests to continue enjoying the hotel and its ideal proximity to the Convention Center, St. Jude Children’s Research Hospital, the FedEx Forum and the Beale Street Entertainment District,” said Carlos Rodriguez, Driftwood Hospitality Executive Vice-President.

Consistent with the Crowne Plaza brand, the hotel offers a comprehensive meetings package to ensure a seamless planning process and exceptional meeting experience consisting of three key components: a Two-Hour Response Guarantee, Crowne Meetings Director and a Meetings Daily Debrief. In addition, the Memphis hotel will feature the Crowne Plaza Sleep Advantage program, which is available at all Crowne Plaza hotels in the Americas. Sleep Advantage encompasses the entire sleep experience, from training staff on how to create and maintain a restful environment to providing innovative products and services.

Program components include new bedding, guaranteed wake-up calls, designated quiet zones, night lights, drape clips, sleep CDs, sleep tips and amenities such as eye masks, ear plugs and lavender spray.

The hotel is owned by Genwood Memphis I, LLC, and managed by Driftwood Hospitality, under a license agreement with a company in the InterContinental Hotels Group.

About Driftwood Hospitality Management LLC

Driftwood Hospitality Management LLC, based in North Palm Beach, Florida, is one of the fastest growing independent hospitality management and development firms in the country today. Established in January 1999 by David Buddemeyer, Driftwood or its affiliates owns and/or manages more than 40 hotels comprising approximately 8,400 rooms throughout the U.S., the Bahamas and Central America. The company manages a variety of lodging types, from destination resorts to downtown convention hotels to suburban hotels and inns. Many of the company's hotels are affiliated with nationally recognized hospitality franchises, including Crowne Plaza, Holiday Inn, Doubletree, Radisson, Sheraton, Hampton Inn, Courtyard by Marriott, Wyndham Garden and Hotel Indigo. For more information, see www.driftwoodhospitality.com.

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