



## **Driftwood Hospitality to Open \$30 Million Sheraton Jacksonville Hotel**

### *New Sheraton Jacksonville Features Shula's 347 Grill*

**North Palm Beach, FL — 07/11/08** – Following 18 months of planning and construction, Driftwood Hospitality will open the new \$30 million Sheraton Jacksonville Hotel on July 16<sup>th</sup>, 2008. The hotel brings a new dining experience to the area - Shula's 347 Grill, a casual venue built in the famous tradition of Shula Steak Houses.

“When planning the construction of a new hotel, Driftwood looks to partner a booming location with innovative, top-quality brands. With Jacksonville’s vibrant economy in mind, we brought together Sheraton Hotels & Resorts and Shula Steak Houses to create a new hospitality experience for both travelers and residents in the area,” said Carlos Rodriguez, EVP of Driftwood Hospitality Management.

The newly constructed Sheraton Jacksonville Hotel benefits from prime positioning, located in the heart of Deerwood Park – a high-traffic, central area that has experienced significant growth over the past three years. Combining comfort and style, all 159 guestrooms offer slick, wall-mounted flat screen HDTVs, wireless internet and Starbucks Coffee®. Select Sheraton Club guestrooms will be designated to preferred floors with access to additional Club Lounge benefits.

A first for the Jacksonville area, the new Sheraton Jacksonville features Shula's 347 Grill. A casual venue in the tradition of Shula's Steak Houses, the restaurant honors famed Coach Don Shula's record breaking 347 career wins. Decked in the casual atmosphere of flat screen TVs and sports memorabilia, the restaurant exclusively serves Certified Angus Beef® and the renowned SHULA CUTS as part of its gourmet menu with three private dining rooms available for special occasions.



“Jacksonville is a great new location for the Shula’s Steak House brand and we are very excited to partner with Driftwood Hospitality Management to make this happen,” says Don Shula.

The hotel also includes a new Sheraton brand standard – the Link. Adjacent to the lobby, this specially designed communal lounge features plasma televisions and multiple broadband internet-enabled workstations complete with complimentary Wi-Fi connectivity, printing capabilities and other perks, such as games and refreshments.

The Sheraton Jacksonville Hotel provides 856 sq. ft. of meeting space in two meeting rooms as well as related service, including AV, catering and event planning. The 24-hour fitness center has been outfitted with state-of-the-art cardiovascular equipment, weight training facilities and an indoor pool with spa jet technology. For more information on the property, please visit [www.sheraton.com/jacksonville](http://www.sheraton.com/jacksonville).

#### **About Driftwood Hospitality Management**

Driftwood Hospitality Management, 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 8,833 rooms throughout the U.S., 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](http://www.driftwoodhospitality.com).

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