



DRIFTWOOD HOSPITALITY MANAGEMENT, LLC NAMES INDUSTRY VETERAN AND DEVELOPMENT EXECUTIVE BRIAN QUINN TO LEADERSHIP TEAM

North Palm Beach, FL – June 2, 2011 – Driftwood Hospitality Management, LLC today announced the appointment of Brian Quinn as executive vice president and principal – development. With nearly 25 years of experience in the hospitality industry, Quinn is a seasoned development expert with global hotel relationships and a diverse business background. In his new role, he will be responsible for managing industry relationships and building on Driftwood's current growth strategy.

"Brian is a terrific asset to the Driftwood Executive team, and we are thrilled to have him on board as we embark upon an aggressive growth plan over the next 24 months," said President David Buddemeyer. "Brian's track record – combined with his passion for the hotel business, strategic foresight and long-term vision – make him the ideal person to help Driftwood on our next journey."

Previously, Quinn served as vice president, upscale development for InterContinental Hotels Group (IHG), overseeing growth of the Crowne Plaza and Hotel Indigo brands across key markets including the U.S., Canada and the Caribbean. In that position along with his team, Quinn realized double-digit growth in the system's marketing funds, attracted more than \$1B in real estate to the Crowne Plaza brand, partnered with franchisees to secure more than \$500M in renovations, was recognized for "Deal of the Year" and maintained high-profile royalty relationships exceeding \$340M. He also collaborated with the company's Global Development Team to help achieve net system room growth of 60,000+, totaling an industry-leading 231,000 rooms. IHG's Crowne Plaza brand was recognized as the fastest-growing upscale brand four years consecutively during his tenure.

Prior posts for Quinn with IHG, among others, included serving as regional vice president, upscale franchising and business development (Crowne Plaza and InterContinental brands) and regional director of franchise sales and development (Holiday Inn, Holiday Inn Express, Staybridge Suites). Quinn also held leadership positions in franchise services, owner relations and hotel operations during his 20 years of service for the company.

Quinn's other industry experience includes serving as director of franchise sales and development for Hilton Hotels Corp., where he implemented growth initiatives for the Hilton, Doubletree, Embassy Suites, Homewood Suites and Hampton Inn brands in the Midwest United States.

Beyond his professional endeavors, Quinn fills a variety of positions for non-profit organizations including The Executive's Club of Tampa Bay; St. Leo University in Dade City, Fla.; Tulane Medical Center in New Orleans and the University of South Florida/H. Lee Moffitt Cancer Center in Tampa, Fla. Quinn is a frequent industry panelist and has served as a speaker at the IHI, Nabhood, Meet the Money, the Crowne Plaza Invitational @ Colonial and IHG's Owner's Conference. Additionally, Quinn has attended multiple legislative summits, White House briefings and lobbied Florida's U.S. congressional delegations in the house and senate with the American Hotel & Lodging Association.

Quinn has a Bachelor of Science in Business Administration from the University of South Florida and has received professional certifications from the GE Leadership Institute, Star Partnering Training Program and Intercontinental Hotel Group's Senior Leadership Program, among others. He is also a member of the Florida Restaurant & Lodging Association.

For more information, visit www.DriftwoodHospitality.com.

Editor's Note: Hi-resolution image of Brian Quinn is available upon request.

About Driftwood Hospitality Management

Based in North Palm Beach, Fla., Driftwood Hospitality Management, LLC is a leader in providing solutions-based services for the domestic and international hotel industry. Boasting extensive management experience and relationships with most major hotel franchising companies, Driftwood covers the full spectrum of lodging business needs, from full-service, upscale and upper-upscale hotels, in addition to mid-size extended-stay, select and limited-service properties. Currently, Driftwood's focus is on strategic acquisition, development, third-party management and receivership. Driftwood has extensive experience working with major brands, including InterContinental Hotels Group, Starwood Hotels & Resorts Worldwide, Inc., Hilton Worldwide, Carlson, Choice Hotels International, Inc. and Wyndham Worldwide. Driftwood has additional offices in Costa Rica, Scottsdale, Ariz. and Miami, Florida. In the past three years alone, the company and its hotels have received more than 20 industry awards.

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