



Prime Hospitality Group & Shaner Hotels Join Forces

Hospitality companies work together in hotel acquisitions, development and operation

MIAMI, FL – April 15, 2014 – Prime Hospitality Group (PHG), a recognized developer in Florida and Shaner Hotels, one of the foremost owner-operator companies in the hospitality industry, have teamed up to build, own and manage a growing portfolio of resorts and hotels.

PHG, a family owned and operated company lead by President Fred Abbo, CEO Larry Abbo and COO Edward Abbo bring more than 90 years of combined experience to the partnership with a specialization in development and construction. Shaner Hotels, lead by CEO Lance Shaner and President Plato Ghinos, has a portfolio of more than 40 hotels with over 5,000 rooms and complements the partnership with extensive experience in operations and franchising. Combined, both companies bring the financial, development and operational abilities to develop multiple hotel properties in the state of Florida.

The two entities have worked together on numerous projects, the first of which was Hampton Inn & Suites and Marriott Courtyard in Homestead, which has since expanded into a successful statewide partnership and a portfolio of seven projects together, including properties in the Florida Keys, Clearwater, Homestead and Delray, and quickly expanding further.

With diverse teams of professionals spearheading each project, the companies' combined expertise has created a lucrative and united force in the hospitality industry with each team bringing a select arsenal of knowledge and skills to the projects.

"In addition to the two companies perfectly complementing each other with our specialized skills and areas of expertise, we have in common our shared emphasis on quality and a people-focused culture, which are important shared beliefs to have," said Lance Shaner.

"We both highly value and stress the importance of creating a positive environment, both within our own companies as well as for guests and associates at the hotels and projects on which we collaborate," Ghinos added.

The companies' most recent joint project is the Playa Largo Resort & Spa, an Autograph Collection hotel, which is currently under construction and set to open in 2015.

"As we successfully deploy synergies amongst companies, it was an easy decision to partner again on Playa Largo - one of our most exciting projects to date, which is under construction in the Florida Keys right now," said Larry Abbo. "This project fully rounds out our partnership experience in all hotel segments."

The companies are actively seeking, identifying and reviewing additional projects to bring in to their portfolio of successful hotel operations.

ABOUT PRIME HOSPITALITY GROUP

Prime Hospitality Group offers a full array of customizable hospitality services and products under one roof. Perfectly situated within Prime Group's multiple, professional alliances, PHG offers solutions crafted from a broad consensus of skilled disciplines and the experience necessary for the most efficient development, operation and ownership of premium brand hotels including Marriott International Inc., Hilton Hotels Corporation, Intercontinental Hotels Group and Choice Hotels, as well as restaurants and conference facilities. PHG spans national and international hotels, restaurants, financial institutions and individual entrepreneurs who benefit from a comprehensive team approach. With world-class resources and services, PHG identifies, develops and operates hospitality investments and the master plans, mixed-use and urban environments suitable for those investments.

ABOUT SHANER HOTELS

Shaner Hotels is one of the foremost owner-operator companies in the hospitality industry. The current portfolio is made up of 40 properties with over 5,000 rooms, in 17 states and 2 countries with gross revenues of both owned and managed properties in excess of \$150 million. New properties are constantly evaluated as the division continues a conservative yet opportunistic approach to growth. Shaner is an approved management company and franchisee of Marriott International Inc., Hilton Hotels Corporation, InterContinental Hotels Group, and Choice Hotels. Obtaining endorsements from these world-renowned companies is a direct result of the organization's commitment to quality and an unwavering customer service philosophy adhered to for more than four decades of hospitality operations.