

## Untouched Southern Hospitality At Its Finest

**BIRMINGHAM, Ala. (June 12, 2013)**— Known as a Birmingham landmark since 1986, The Wynfrey Hotel in Hoover adjacent to Alabama's largest indoor shopping mall, The Riverchase Galleria, and only minutes from historic downtown Birmingham, has undergone a dramatic transformation and now welcomes guests as Hyatt Regency Birmingham - The Wynfrey Hotel.

Managed by Davidson Hotels & Resorts and owned by Rockbridge Partners, a division of Rockbridge, along with Jim Wilson & Associates, LLC, Hyatt Regency Birmingham - The Wynfrey Hotel has undergone a \$20 million renovation, which includes updates to every aspect of the facility from landscaping to furniture.

"The surroundings are new but the legendary service will remain the same, as will the wonderful staff and management team," said Andy Peters, General Manager, Hyatt Regency Birmingham- The Wynfrey Hotel. "More than 30 associates will be added to our hotel family, and we know that our new look and excellent customer service that has always been synonymous with The Wynfrey will attract guests who have been long time patrons, as well as new visitors."

Upon entering the hotel, guests will be charmed by a new entrance as well as a crisp, elegant modern lobby with sleek furnishings replacing the brass accents, bold color design and décor of the past.

The hotel now offers 329 newly renovated guest rooms which include four king suites. In addition to the four king suites there are 145 standard king rooms and 180 standard double queen rooms, each complete with a 42 inch HD television, mini fridge and Starbuck's Coffee, as well as iPhone radio docking station.

The newly designed private Regency Club level includes a 1,600 square foot and a 1,400 square foot suite, as well as two Bi-Level and two Parlor Suites to accompany large parties and groups of guests. The renovations to the StayFit™ fitness center and seasonal outdoor pool are expected to be completed by the end of July.

Hyatt Regency Birmingham – The Wynfrey now offers two dining options, Shula's Steak House and The new MERK's Tavern & Kitchen. Shula's Steak House, one of the top five steak houses in America, is a unique combination of an elegant white tablecloth steak house within a virtual museum of Coach Don Shula and the 1972 Miami Dolphin's historic season. MERK's Tavern & Kitchen will serve guests for breakfast, lunch, social hours, and dinner. The restaurant, which transforms itself at night with dimmer lighting and bar backsplash, will serve the best of locally Alabama brewed beers.

Hyatt Regency Birmingham - The Wynfrey offers more than 32,000 square feet of meeting space, including 23 flexible meeting rooms accommodating group sizes from 10 to 1,000 people and the luxurious 9,728 square-foot ballroom. The hotel is looking forward to being one of the area's leading venues for corporate events, family gatherings and weddings.

Guests who are Hyatt Gold Passport® members can now earn points on each stay and receive numerous exclusive member benefits. For more information on Hyatt Gold Passport please visit [www.goldpassport.hyatt.com](http://www.goldpassport.hyatt.com).

### About Hyatt Regency

Hyatt Regency offers a full range of services and facilities tailored to serve the needs of meeting planners, business travelers and leisure guests. Properties range in size from 180 to over 2,000 rooms and are conveniently located in urban, suburban, airport, convention and resort destinations around the world. Hyatt Regency convention hotels feature spacious meeting and conference facilities designed to provide a productive environment allowing guests to convene and connect. Hyatt Regency hotels in resort locations cater to couples seeking a getaway, families enjoying a vacation together and corporate groups seeking a functional and relaxed atmosphere in which to conduct business and meetings.

### About Davidson Hotels & Resorts

Davidson Hotels & Resorts is an award-winning, full-service hotel management company that provides management, development/renovation, acquisition, consulting and accounting expertise for the hospitality industry. The company has amassed one of the purest full-service hotel portfolios in the industry, ranging from the upper-upscale to near-luxury segments; encompassing 45 upscale, full-service independent and branded hotels with over 13,000 rooms across the United States, including such affiliations as Hyatt, Hilton, DoubleTree by Hilton, Embassy Suites, Hilton Garden Inn, Sheraton, Westin, Marriott, Renaissance, Courtyard by Marriott and Radisson. Additional information on Davidson may be found at the company's website, [www.davidsonhotels.com](http://www.davidsonhotels.com).

### About Rockbridge

Rockbridge is an integrated hotel investment firm that has executed on over 300 hotel investments in the U.S. over the past two decades. Since 1992, Rockbridge's team has invested nearly \$3 billion in the hospitality industry as part of approximately \$5

billion of total transaction capitalization. The principals of Rockbridge have formed and managed ten hospitality-focused debt and equity investment funds across multiple platforms with predominantly institutional investors. For additional information about Rockbridge, visit [www.rockbridgecapital.com](http://www.rockbridgecapital.com).

#### **About Jim Wilson & Associates, LLC**

Jim Wilson & Associates, LLC (JWA), based in Montgomery, Ala., is a privately owned real estate company specializing in shopping centers, residential real estate investments, offices, condominiums, hotels and mixed-use developments. With over three decades of real estate experience, JWA has developed in excess of 21 million square feet of shopping center space. JWA developed the Riverchase Galleria, including The Wynfrey Hotel and Galleria Tower that initially opened in 1986, and continues its involvement in all aspects of this marquee project. The company's development portfolio includes residential communities and condominium residences, mixed-use developments, Class A office buildings and hotel and country club assets. For additional information about JWA, visit [www.jwamalls.com](http://www.jwamalls.com).

#### **Forward-Looking Statements**

*Certain statements and assumptions in this press release contain or are based upon "forward-looking" information and are being made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. When we use the words "will," "may," "anticipate," "estimate," "should," "expect," "believe," "intend," or similar expressions, we intend to identify forward-looking statements. Such statements are subject to numerous assumptions and uncertainties, many of which are outside of Davidson Hotels & Resorts', Hyatt's, or Rockbridge's control, which could cause actual results to differ materially from those expressed in or implied by the content of this document. Forward looking statements made in this press release are made only as of the date of their initial publication and neither party undertakes an obligation to publicly update any of these forward looking statements as actual events unfold.*

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