



Preferred Hotel Group Facts at a Glance

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WEBSITE:	www.preferredhotelgroup.com
FOUNDED:	1968
GLOBAL SALES OFFICES:	Based in Newport Beach and Chicago, Preferred Hotel Group maintains nearly 40 sales offices worldwide. These are located in Atlanta, Barcelona, Beijing, Chicago, Denver, Dubai, Frankfurt, Hong Kong, Houston, London, Los Angeles, Madrid, Mexico City, Miami, Milan, Moscow, Munich, New Delhi, New York, Newport Beach, Paris, Philadelphia, Phoenix, Sacramento, San Diego, San Jose, São Paulo, Shanghai, Singapore, Sydney, Tokyo, and Washington D.C.
COMPANY OVERVIEW:	<p>Preferred Hotel Group is a global leader in the hospitality industry, delivering high-performance sales, marketing, and technology solutions to independent hotels and resorts worldwide. The company represents the pinnacle of refined travel and gracious hospitality in an era in which travelers embrace the individuality of distinctive hotels and resorts, yet desire a consistent commitment to excellence. The six renowned brands of Preferred Hotel Group include:</p> <ul style="list-style-type: none">• Preferred Hotels® & Resorts• Preferred Boutique™• Summit Hotels & Resorts™• Sterling Hotels™• Sterling Design• Summit Serviced Residences™ <p>Preferred Hotel Group brings competitive advantage to hotel owners and operators through brand prestige and global operating scale. It provides state-of-the-art group, corporate and leisure sales, integrated marketing solutions, global connectivity and reservations services, electronic distribution services, and technology and guest services support to its members.</p>

Travelers gain valuable travel benefits through sophisticated membership programs that include Preferred Golf and the *iPrefer* guest loyalty program. At the same time, the greater community benefits from the efforts of PHG's company-wide GIFTTS program, which recognizes and rewards philanthropic activities by its member hotels across the globe.

NUMBER OF HOTELS:

Preferred Hotel Group is comprised of more than 650 best-in-class hotels and resorts in over 85 countries.

**PREFERRED HOTELS
& RESORTS:**

Preferred Hotels & Resorts is the ultimate luxury collection, representing exceptional hotels and resorts in the most desirable locations around the world. Characterized as confident, epic and refined, this brand conveys the highest standards of hospitality and service as it celebrates the individuality of its members. Each hotel in the collection is a destination in its own right, delivering highly intuitive, personalized guest experiences in memorably authentic surroundings.

PREFERRED BOUTIQUE:

Preferred Boutique is an inspiring brand that defines the boutique hotel experience. This collection of exceptional hotels and resorts, each 100 rooms or less, is distinguished by personalized, one-of-a-kind experiences. Unique by design, the Preferred Boutique collection of hotels and resorts celebrates distinctive travel experiences that showcase style, service, and personality on an intimate scale.

**SUMMIT HOTELS
& RESORTS:**

A superb collection of internationally acclaimed properties, Summit Hotels & Resorts offers a luxury experience to the sophisticated business and leisure traveler. Each property articulates a genuine sense of place, style, and culture that is waiting to be discovered.

STERLING HOTELS:

Sterling Hotels engages its guests with a winning blend of style and personality, backed by 20 years of experience placing travelers in the right location at the best rate.

STERLING DESIGN:

Sterling Design showcases a vibrant collection of independent hotels that deliver a unique design experience for the discerning business or leisure traveler. Each property provides the high-tech amenities and essential services that today's global guest expects. Influenced by well-known designers, Sterling Design hotels reflect distinct architecture and bold interiors.

**SUMMIT SERVICED
RESIDENCES:**

Summit Serviced Residences offer business travelers on temporary assignments, relocating executives, and family travelers with exceptional services and luxury accommodations with the comforts of home in key destinations in the United States, the United Kingdom, Mexico, Colombia, Singapore, France, and Morocco.

iPrefer®

Launched in 2013, the **iPrefer** guest loyalty program extends points redeemable for cash-value Reward Certificates, elite status, and special benefits to members upon eligible stays at hundreds of participating hotels worldwide. In addition to receiving one point for every dollar spent on net room reservations booked through eligible channels, members receive additional benefits based on their tier status, which is determined by points earned during a 12-month period:

- **Silver (0-4,999 points):** Points for eligible bookings, priority early check-in/late check-out privileges and complimentary Internet
- **Gold (5,000-14,999 points):** All benefits of Silver membership plus a welcome amenity and an upgrade based on availability
- **Platinum (15,000+ points):** All benefits of Gold membership plus 10 percent bonus points earnings

More than 1.3 million travelers have signed up for **iPrefer** membership.

PREFERRED FAMILY:

Preferred Family, a collection of worldwide hotels and resorts certified to provide rich experiences for travelers of all ages, debuted in Summer 2011, presenting more than 230 properties that have been certified as “family-friendly” based on criteria for families with children of all ages. One year later, the program launched an interactive website (www.preferredfamily.com) to serve as a one-stop resource for family travel planning needs. In addition to innovative search functionality, discussions on current news and travel trends, and a variety of unique itineraries, the dedicated tool allows parents to quickly evaluate a hotel – based on specific age groups, services, and offerings – and match it against their family’s own needs and interests.

PREFERRED PRIDE:

Preferred Pride (www.preferredpride.com) launched in June 2011 and presents a collection of more than 120 gay-welcoming hotels and resorts worldwide. To be eligible, hotels must be either **TAG Approved®** (Community Marketing’s Travel Alternative Group) or belong to **IGLTA®** (International Gay & Lesbian Travel Association). Both organizations are universally recognized to set the standards for LGBT travel. Hotels that participate in Preferred Pride are offered diversity training on best practices in serving the LGBT community from check-in to check-out.

PREFERRED GOLF:

Launched in 2007, Preferred Golf (www.preferredgolf.com) is a collection of more than 65 of the world’s most sought-after golf resorts that affords priority access to once-in-a-lifetime experiences on legendary fairways, many of which host the most prestigious tournaments on the professional circuit. In Fall 2013, Preferred Golf introduced the Preferred Golf Fantasy Challenge – the first international virtual golf experience that allows members to compete for weekly golf getaway prizes. Preferred Golf offers two membership levels.

- The **Preferred Golf Basic Membership (annual fee: \$75)** includes entry in the Preferred Golf Fantasy Challenge; a single opportunity to book the American Express® Complimentary Golf Package, which offers a free round of golf with a two-night stay at a participating Preferred Golf property; access to exclusive offers and Preferred Golf Buddy Trips; and a \$50 Reward Certificate for use towards stays at participating **iPrefer** properties.
- The **Preferred Golf Premium Membership (annual fee: \$295)** includes all benefits of the Basic Membership plus unlimited opportunities to book the American Express® Complimentary Golf Package; access to the dedicated Preferred Golf VIP desk for personalized support with tee times and bookings; and up to 25% off green fees at participating courses worldwide.

PREFERRED RESIDENCES:

In 2007, Preferred Hotel Group entered the luxury real estate market with the launch of Preferred Residences™, a membership and exchange program for luxury shared-ownership resorts that provides an exceptional level of service and amenities. Properties are held to exacting standards derived from the same Standards of Excellence™ on which the company has built its 45-year heritage in the hospitality industry. www.preferredresidences.com

PHILANTHROPY:

Launched in 2006, *Great Initiatives for Today's (Tomorrow's) Society* (GIFTTS) is a company-wide program designed to acknowledge and encourage socially responsible actions by member hotels and employees. Good works are recognized at the Preferred Hotel Group Annual Conference with leaders in each of three categories – philanthropy, community and the environment – singled out for Pineapple Awards. All participating hotels are rewarded with Certificates of Excellence. www.phggiftts.com

An outgrowth of GIFTTS is *The Good Night Foundation*, a non-profit organization inspired by the Clinton Global Initiative. The Good Night Foundation partners with leading hoteliers, through the generosity of their caring guests, to raise funds that support local and global programs in an effort to make all parts of the world safe, healthy, desirable places to live and visit. www.goodnightfoundation.org

OWNERSHIP:

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 Gail Ueberroth, Chief Marketing Officer & Vice-Chair
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