

GFManagement

ACQUISITIONS · EVALUATIONS · MANAGEMENT

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GF MANAGEMENT'S SHERATON GREAT VALLEY HOTEL COMPLETES \$4 MILLION REDEVELOPMENT

(Frazer, PA) — After completing a \$4 million redevelopment, the Sheraton Great Valley Hotel is welcoming their guests to upgraded accommodations and a revitalized guest experience. The 193-room Hotel is located in the Malvern area, just outside of Philadelphia.

GF Management, a leading national hotel ownership and management company purchased the Sheraton Great Valley Hotel, through an affiliate just over a year ago in June 2014. “We determined that this acquisition was a great opportunity to expand GF’s owned portfolio with a top quality asset” said Jeff Kolessar, Senior Vice President of Development and Acquisitions for GF Management. “This extensive renovation demonstrates our valued partnership with Starwood through our commitment to quality capital reinvestment.”

GF Management now owns and/or asset manages five premiere properties within the Starwood Hotels and Resorts portfolio, consisting of over 1,300 guest rooms and suites. The acquisition of the Sheraton Great Valley Hotel is one of five properties acquired by the Company in the last three years, under various brands including Westin, Embassy Suites, Hilton Garden Inn and Holiday Inn.

The New Sheraton Great Valley Hotel

Set amid peaceful scenery and a wealth of unique attractions and family activities, including the King of Prussia Mall, Longwood Gardens, QVC Studios, and the Downingtown Country Club, the Hotel is in the center of one of America’s favorite vacation destinations.

Noticeable upgrades start in the Hotel’s new main lobby, where guests will enjoy an updated Link@Sheraton(SM) experienced with Microsoft®. Guests can utilize this space and come together to meet, connect or relax. The Hotel is committed to the Sheraton Hotels & Resorts brand mission to bring

people together through shared experiences, thus creating numerous opportunities to connect—to home, to colleagues, and to friends, both old and new.

All 193 spacious guest rooms in the Hotel have been completely renovated. The property is proud to offer PURE® Allergy Friendly Rooms designed specifically for guests with allergies or asthma. Each 100% Non-Smoking Guest Room now features a 42" flat screen TV and Sheraton Sweet Sleeper® Bed. Suites, Club Level Rooms, and Executive Club Level Rooms are available upon request.

With newly refreshed meeting and executive board rooms, the Sheraton Great Valley Hotel is the perfect location for meetings and events. Guests also have the opportunity to earn Starpoints® and eligible nights toward SPG elite status by booking meetings or events with the Sheraton Great Valley Hotel.

Fitness-minded guests will find plenty to help them stay in shape when staying at the Hotel, including a brand-new fitness center with state-of-the-art Life Fitness equipment, and a newly resurfaced pool and sauna.

Guests looking for the perfect dining experience will not be let down by the White Horse Tavern and Wine Bar, the Hotel's on-site restaurant. Originally built in 1715, the White Horse Tavern was one of the first licensed public houses in America. Extensive renovations have created a more intimate atmosphere. With white trim and ornate decor, window embellishments and four fireplaces, the restaurant now radiates a classic colonial ambiance. In addition to its physical renovations, the White Horse Tavern and Wine Bar has also revamped its menu to support local farmers and provide fresh, farm-to-table meals.

About GF Management

GF Management is an award-winning, full-service hospitality ownership, management and advisory company founded in 1988 and based in Center City Philadelphia. With more than 80 hospitality assets under management, including hotels, resorts, conference centers, catering facilities, casinos and golf courses in 28 states, GF Management specializes in third-party management, asset management and advisory services for a variety of individual, private, institutional and financial clients. Many of GF's core hospitality assets within the portfolio are owned by its principals and therein provide the strength and balance of ownership and management. The Company is currently seeking to expand its portfolio of full-service ownership and management assignments through long-term contracts and joint-venture investment opportunities. For more information about GF Management call 215-972-2222 or visit www.GFHotels.com.

About Sheraton Hotels & Resorts

Sheraton Hotels & Resorts is on a mission to bring people together through communal experiences because we believe that travel is better when shared. As the largest and most global brand of Starwood Hotels & Resorts Worldwide, Inc. , Sheraton helps guests make connections at more than 430 hotels in more than 70 countries around the world through signature offerings such as the exclusive Sheraton Club lounge and Paired, our new menu of expertly matched small plates, premium wines and craft beers. The brand recently launched Sheraton 2020 , a comprehensive 10 point plan designed to make Sheraton the global hotel brand of choice, everywhere. Sheraton, like all brands within the Starwood portfolio, is

proud to offer the Starwood Preferred Guest® program, the industry's leading loyalty program. To learn more, visit www.sheraton.com. Stay connected to Sheraton: @sheratonhotels on Twitter and Instagram and facebook.com/Sheraton.

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