

Posadas launches new hotel franchise model under the new brand Gamma Fiesta Inn

- ***Posadas presents Gamma Fiesta Inn, a new hotel brand designed for the franchise model.***
- ***Existing hotels will be welcomed to convert to this new model, gaining the strength of the Fiesta Inn brand while retaining their local character and charm.***

Mexico City, March 12, 2014 – In response to currently evolving market trends and in keeping with its own history as Mexico’s leading hotel company, Posadas has launched a new hotel brand, Gamma Fiesta Inn.

The new brand provides a new opportunity to combine both the diversity of local charm with the experience of a leading brand. With Posadas’ full entry into the franchised hotel market, independent hotel owners can gain access to the full support and backing of the Fiesta Inn brand, Mexico’s leading four-star hotel chain, while retaining and capitalizing on their properties’ own local character, charm and amenities.

“The franchise model is in high demand in today’s marketplace. In the United States, more than 80% of branded hotels work under this structure. In Mexico, this is still only about 30%, which illustrates the huge potential for this market,” said Javier Barrera, Director General of Posadas Franchising.

Gamma Fiesta Inn also reflects on Posadas’ own evolution, a natural expansion of the company’s successful business strategies, combination of vision and leadership, and especially the diverse needs and opportunities in the hospitality industry.

This franchise model accompanying Posadas’ new brand will allow existing independent hotel owners the option to affiliate themselves with the distinction of Fiesta Inn and access to Mexico’s largest commercial sales force. They’ll gain improved negotiations with wholesalers, agencies and specialized sites as well as the support of Fiesta Rewards, Mexico’s most popular customer loyalty and membership program.

With Gamma Fiesta Inn, Posadas will offer two innovative options to hotel owners and chains. They can pursue an operating plan and license under which Posadas assumes hotel operations on their behalf, or opt for a traditional franchise model in which they maintain their own operation but gain access to Posadas’ extensive resources and support.

“Offering both operational structures makes Gamma Fiesta Inn a truly different franchise model and a new management format for the hospitality industry. It recognizes the

value of an existing hotel and its own loyal guests, and extends owners' development opportunities with support from the most successful four-star brand in Mexico," explained Barrera.

About Posadas

Posadas Hotels is Mexico's largest and most important hotel operator, with 110 hotels and 19,000 rooms in beach and city destinations across the country. With its varied brand portfolio, including Live Aqua, Fiesta Americana Grand, Fiesta Americana, Fiesta Inn, One Hotels and The Exploreal Kohunlich by Fiesta Americana, Posadas enjoys international recognition and respect.

The strategic leadership of Posadas has been recognized by multiple organizations and publications, including the International Association of Hotels & Restaurants, which ranks Posadas among the 70 largest hotel operators in the world. Posadas has been listed on the Mexican stock exchange (BMV) since 1992. For more information, visit:

www.posadas.com.

Posadas Contact

Sai Irene Sánchez

Public Relations Manager

Tel. 5201 8286

sai.sanchez@posadas.com