

FIESTA INN OPENS IN MÉRIDA, YUCATÁN

- ***Following an investment of more than 160 million pesos, Fiesta Inn Mérida brings its unique Business Class concept to the city of Mérida.***
- ***Perfectly located, the hotel is connected to the convention center and stands only 5 minutes from the Gran Plaza shopping center and 7 minutes from the Gran Museo del Mundo Maya.***
- ***With this latest opening, Fiesta Inn once again shows its commitment to expand its innovative business hotel concept across Mexico.***

Mérida, Yucatán, March 5, 2014 – Located in Mexico’s *White City* on the Progreso-Merida Highway, Fiesta Inn Mérida is now open. As the leading hotel chain in its category, Fiesta Inn hotels offer the most demanding business travelers an innovative concept unlike any other business accommodations in Mexico.

The new Mérida hotel is only the latest project in Posadas’ and Fiesta Inn’s ongoing investment in Mexico. “We are committed to increasing growth and opportunity in our country by creating jobs and resources through the development of our hotels,” said José Palomares, Director of Operations for Fiesta Inn and One Hotels.

Fiesta Inn Mérida has 166 guest rooms specifically designed to anticipate and meet the needs of business travelers. The hotel offers a friendly, reliable and secure environment featuring open spaces and amenities that encourage productivity, independence, connectivity, community, efficiency, and, naturally, rest and relaxation.

Fiesta Inn appeals to men and women who frequently travel on business; professionals, managers and small business owners who require a place to stay that offers the facilities, amenities and practical support they need in an environment where they can get their work done in comfort.

Fiesta Inn's design features open spaces, such as the innovative Lounge 360°, that are particularly conducive to sparking new business connections and opportunities, contributing to an active, engaged and growing business community. The hotel also features the B-On business center, a modern and open workspace equipped with computers and office services to keep travelers in contact with their colleagues and customers around the world, as well as private boardrooms to hold meetings, video conferences and other presentations in real time. Other hotel services include 24-hour room service, high-speed wireless Internet, laundry service, parking, and access for guests with special needs. Fiesta Inn Mérida adds valuable modern infrastructure to support tourism development and business growth in the State of Yucatan.

The hotel is the latest example of Posadas' strategic business vision to create a new hotel standard in Mexico through the expansion of its new Business Class hotel concept, engineered to meet the specific needs of traveling professionals, managers and small business owners.

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 Explorean 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.

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