

FIESTA INN OPENS NEW HOTEL IN CHETUMAL AND BUILDS LEADERSHIP IN THE BUSINESS CLASS SEGMENT

- *Mexico's leading business class hotel chain opened Fiesta Inn Chetumal, boosting the tourism infrastructure in southern Quintana Roo with an additional 131 rooms.*
- *Fiesta Inn Chetumal represents an additional 120-million peso investment in Quintana Roo, the state with the second-highest number of Posadas hotels in Mexico.*
- *Fiesta Inn Chetumal is a cutting-edge business class hotel, promoting connectivity, offering multi-use spaces, and facilitating rest with high quality service designed for business travelers.*

Chetumal , Quintana Roo, June 7, 2013 – The new Fiesta Inn Chetumal was inaugurated in a special ceremony led by Quintana Roo Governor Roberto Borge Angulo, and accompanied by Carlos Mario Villanueva Tenorio, municipal president of the Othón P. Blanco municipality, and Posadas executives led by José Palomares, Director of Operations at Fiesta Inn and One Hotels. INTRA Consortium – the group behind this investment in Chetumal's tourism, commercial and industrial development – was represented by Valentin Manuel Ruiz, director of administration and Javier Antonio Anitua Ruiz, director of construction.

During the event, Palomares said, "Today, in addition to celebrating the opening of our 109th hotel, we also demonstrate our confidence in Quintana Roo, shared by both Posadas and INTRA Consortium, one of our most important partners. While the state may be best known for its splendid beach resorts, Quintana Roo also presents many other unique options such as Chetumal, which will play a strategic role in the economic future of not just the state, but also the entire Yucatan peninsula.

"Our commitment to Quintana Roo is clearly demonstrated by our nine hotels within the state, making it the home to more Posadas hotels than any other area outside of our country's capital," he added. "Fiesta Inn Chetumal, which strengthens the tourism infrastructure in the south with the addition of 131 rooms, represents a 120-million peso investment, not including the price of land, and the creation of 100 direct jobs and 300 indirect jobs."

Fiesta Inn Chetumal is strategically located near the heart of the city, at the intersection of Avenue Álvaro Obregón 229 and Avenue Independencia, in the town's center. It offers business travelers easy access to shopping and restaurants, and is only 10 minutes from the airport. It features 131 rooms (including 7 junior suites and a Master Governors Suite), 4 meeting rooms, a pool, sky terrace lounge bar, restaurant, 24-hour room service and parking. It offers an open and modern space for business travelers, providing

connectivity, personal attention and excellent service.

Fiesta Inn is the leading business class hotel chain in Mexico. With more than 20 years of experience, it currently has 63 hotels in 47 destinations in Mexico, with a total of 9,148 rooms.

Situated at the cutting edge of the business class segment, Fiesta Inn recently debuted a new concept known as FI that combines the best international hospitality practices and provides business travelers with freedom, connectivity, community and efficiency.

Designed with the new FI concept in mind, Fiesta Inn Chetumal boasts inspiring spaces where business travelers may work, socialize and relax, finding opportunities to enjoy even greater success in a warm and efficient environment. Fiesta Inn Chetumal understands the unique needs of today's business travelers and is ready to meet them.

About Posadas

Posadas is Mexico's largest and most important hotel operator, with 109 hotels and 19,000 rooms in beach and city destinations throughout the country. With Posadas' well-positioned brand portfolio, including Live Aqua, Fiesta Americana Grand, Fiesta Americana, Fiesta Inn, One Hotels and The Explorean Kohunlich, the Mexican company enjoys wide international recognition and respect.

The 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.

To access a gallery of high-resolution photos, please click the following link:

<http://goo.gl/KpgAh> (ya no sirve)

Zimat Consultants Contact

Pilar Argelia Pueblita

Tel. 5554 5419 Ext. 2009

argelia.pueblita@zimat.com.mx