

FIESTA INN NOGALES IS RENEWED AND RENOVATED

- Fiesta Inn Nogales recently completed a \$1 million USD renovation, enabling it to continue offering the finest hotel service in Nogales to guests and domestic and international visitors.
- At Fiesta Inn Nogales, guests and business travelers will discover new open spaces and improved opportunities for exploration, freedom, connectivity, community, efficiency and, of course, rest.

Nogales, Sonora. August 22, 2013 – The recently renovated **Fiesta Inn Nogales** reopened today, offering discerning business guests the chance to experience FI, the newest and most innovative business travel concept in all of Mexico.

Fiesta Inn Nogales features 107 rooms, each designed to meet business travelers' needs. Warm, safe and reliable, these rooms and the refreshed hotel provide more open spaces that encourage guests to discover opportunities for exploration, freedom, connectivity, community and efficiency and, of course, rest.

In his original presentation proposing the new enhancements to **Fiesta Inn Nogales**, Jose Palomares Diaz, Operations Manager of Fiesta Inn and One Hotels Grupo Posadas, said, "The competitive environment has changed. Today, most business travelers can choose from an average of 3.5 hotel brands. They used to choose from 2.5, on average. In addition, business travelers demand that they are able to stay connected and find relaxation at the same time. FI is the answer to these new business traveler needs. The concept will enable Posadas to maintain its leadership position in this segment."

Fiesta Inn was designed for male and female business travelers from the upper middle and middle classes, between the ages of 28 and 45. They might be young corporate executives just starting to "make a name" for themselves, seasoned professionals seeking comfortable facilities that provide the practical tools and amenities to get their work done, or managers and small business owners seeking an efficient, professional and comfortable place to achieve their business goals on the road.

By design, the architectural spaces such Lounge 360°, the restaurant, La Isla, B-on, the self-service area, and the mini-store all create opportunities for chance encounters, informal business gatherings, and productive work sessions.

The improvements at **Fiesta Inn Nogales** add modern infrastructure to northern Mexico's tourism development, with about \$1 million USD invested in the renovations.

Highly committed both to the Fiesta Inn brand and its business travel customers, **Fiesta Inn Nogales** investors demonstrated their devotion to the brand and the community with this decision to renovate hotels and give an even better guest experience to

Nogales visitors.

Fiesta Inn Nogales' new concept offers business travelers a choice of open spaces, enabling them to find everything they need to fulfill their business objectives, tend to their own comfort, and satisfy their need for rest, food and connectivity.

Fiesta Inn Nogales features a fitness center with workout equipment, swimming pool, 24-hour room service, wireless Internet, laundry service and parking. The hotel welcomes guests requiring the aid of guide dogs.

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About Posadas

Posadas is Mexico's largest and most important hotel operator, with 109 hotels and 18,873 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 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.

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