



FIESTA AMERICANA GRAND ARRIVES IN PUEBLA

- *Dr. Rafael Moreno Valle Rosas, Governor of the State of Puebla, and Posadas executives participated in the ceremonial laying of the first stone to kick off construction of the Fiesta Americana Grand Puebla hotel.*
- *When the hotel opens, Puebla will join the ranks of the country's most cosmopolitan cities, able to provide luxury hotel accommodations for the most discerning travelers.*
- *Fiesta Americana Grand Puebla will become the fourth hotel operated by the company in the city and represents an investment of \$25.4 million dollars.*

Puebla, State of Puebla, January 17, 2014 – Governor Dr. Rafael Moreno Valle today led a ceremony to lay the first stone and kick off construction of the Fiesta American Grand Puebla hotel, in a move that symbolizes Posadas Hotels' continued expansion and solidifies the company as the leading hotel operator in Mexico.

During the event, the governor thanked Posadas for investing in the state and for placing its trust in the state's economic future.

"With this hotel, we confirm our commitment to investing in the State of Puebla, which is experiencing rapid economic growth," said José Juan Gonzalez, COO of Fiesta Americana Hotels. "Since 2010, we have been investing in this state. We started with 123 rooms, which grew to 266 in 2012, and now we are on our way to 557 rooms, when this Fiesta Americana hotel opens."

"Fiesta Americana Puebla will address the demand for hotel services that appeal to high-end business and leisure travelers coming to the city," Gonzalez said. "It also represents an economic investment of \$25.4 million dollars and will generate more than 400 direct jobs, plus 1,200 indirect jobs, once it's open."

When the Fiesta Americana Grand Puebla is fully operational, the city will be able to host the most discerning of travelers, placing it on par with the most cosmopolitan cities in the country, like Guadalajara, Monterrey and Mexico City. The hotel is scheduled to open in 2015 and will offer 168 guest rooms. It is conveniently located in the Atlixcayotl Territorial Reserve area of town.

Fiesta Americana Grand is one of the most important brands in the Posadas Hotels portfolio, offering luxury accommodations to well-heeled travelers for both business and



pleasure. The brand's hotels are known for offering warm and personal service, refined amenities and unparalleled hospitality.

About Fiesta Americana Grand

Fiesta Americana Grand is a high-end hotel brand known for offering exclusive accommodations, warm and personal service, and unparalleled hospitality. It offers 1,261 guest rooms in hotels located in four of the country's top travel destinations: Cancun, Mexico City, Guadalajara and Los Cabos.

Fiesta Americana Grand offers all the amenities of a first-class hotel, plus sophisticated cuisine in its specialty restaurants, to upmarket travelers and discerning guests. The brand's hotels and restaurants have been recognized by major media outlets. Fiesta Americana Grand Coral Beach, for example, was named one of the Top 25 Luxury Hotels in Mexico by TripAdvisor's Traveler's Choice and the hotel has also been recognized as a Five Diamond resort by AAA for 15 years in a row.

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 Explorea 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

Zimat Consultants Contact

Pilar Argelia Pueblita

Tel. 5554 5419 Ext. 2009

argelia.pueblita@zimat.com.mx