

## RENOVATIONS COMPLETE AT FIESTA INN MONTERREY HOTEL

- Following a 6.5-million peso investment, Fiesta Inn Monterrey Valle has completed a full renovation and will continue offering the finest hotel service in Monterrey to domestic and international visitors.
- In a speech at the hotel's re-dedication, Magnús Scheving, creator of the children's television show *Lazy Town*, said that the hotel was a fine example of quality leadership, with its own philosophy of turning creative ideas into reality.
- With this latest renovation, Fiesta Inn strengthens its commitment to being the most innovative business hotel brand in Mexico.

**Monterrey, Nuevo León, August 23, 2013.** Following seven months of work, the innovative and fully renovated Fiesta Inn Monterrey Valle reopened today and is ready to meet the needs of even the most demanding business travelers.

In the company of Ms. Patricia Aguirre Gonzalez, Chairman of the Corporation for Tourist Development of Nuevo León, and Mr. Roberto Ugo Ruíz Cortés, Municipal President of San Pedro Garza García, Nuevo León, the Chairman and CEO of Posadas José Carlos Azcarraga reaffirmed the hotel company's commitment to the state of Nuevo León. He said that Posadas will continue to invest and grow within the state, which is already home to seven Posadas hotels and three of its major brands: Fiesta Americana, Fiesta Inn and One Hotels.

"Our vision includes an ongoing permanent investment project in Mexico. We have chosen to grow within our home country, creating new jobs and resources through the operation of our hotels. This year alone, we still have three more One Hotels to open (Salina Cruz, Irapuato and Alameda in Mexico City). At the end of 2013, we will have opened 11 new hotels across the country. And in the first quarter of 2014, we will be opening six hotels: two Fiesta Inns (Mérida and Querétaro) and four One Hotels (Querétaro, Silao, Guadalajara and Puerto Vallarta)," said Azcarraga.

Magnús Scheving, creator, director, writer, and star of the hit children's television series *Lazy Town*, was also present and spoke at the re-dedication ceremony. Scheving has been a true innovator on behalf of the world's children, noted for his fresh and original ideas. He commended the Fiesta Inn brand for its own special hotel innovations in Mexico and commented that it most certainly fills the needs of today's travelers. Scheving will appear at the World Business Forum México DF 2013 in Mexico City.

Fiesta Inn Monterrey Valle features 177 rooms designed to match the needs of modern business travelers, offering warm, safe and reliable accommodations complemented by new open spaces and improved opportunities for evolution, freedom, connectivity, community, efficiency and, of course, rest.

Fiesta Inn caters to traveling business men and women; professionals seeking comfortable facilities with the practical tools and amenities to get their work done, and 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 encourage chance meetings and networking opportunities. In the open and multi-purpose Lounge 360°, guests will find La Isla restaurant, the B-on workspace, a self-service area, and the mini-market. The newly renovated hotel is a welcome and modern addition to northern Mexico's tourism infrastructure.

It represents a new business class hotel concept that is the product of Posadas' strategic vision. It welcomes all guests while providing amenities that meet the specific needs of traveling executives.

**Fiesta Inn Monterrey Valle's** new concept offers business travelers spaces that enable them to find everything they need to fulfill their business objectives, tend to their own comfort, and satisfy their needs for rest, healthy eating and connectivity.

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**About Posadas**

Posadas is Mexico's largest and most important hotel operator, with 110 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 company enjoys international recognition and respect.

Posadas strategic leadership 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](http://www.posadas.com).

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