

Posadas Launches Premium Hotel Brand, Live Aqua Hotels and Resorts, in the United States

**U.S. launch of award-winning, Latin lifestyle brand is the first international expansion for Mexico's largest hotel operator*

**\$450 million investment from Bighorn Capital to develop an initial 5 properties targeted in U.S. gateway cities including Chicago, Miami, Los Angeles, Houston and Washington, D.C.*

**Début Hotel Group will manage the Live Aqua U.S. hotels*

**First development to be an 82-story high-rise in Chicago dual-branded with the Live Aqua and Dream Hotels brands*

MEXICO CITY and NEW YORK, June 26, 2015 – Grupo Posadas, S.A.B. de C.V., Mexico's largest hotel operator with over 130 hotels, and private equity firm Bighorn Capital, Inc., have signed an agreement that will introduce its premier luxury boutique hotel brand, Live Aqua, to major U.S. cities.

As a part of the agreement, Bighorn Capital will invest \$450 million to develop an initial five hotels, branded Live Aqua, in the metropolitan areas of Chicago, Los Angeles, Miami, Houston and Washington, D.C. These cities have large Hispanic populations and attract substantial Latin American and international tourists who will provide a strong foundation of guests that have an affinity for the Live Aqua brand concept and sophisticated luxury services.

Début Hotel Group, a Hampshire Hotels Management company and owner and operator of successful hotel brands including Dream Hotels™, Night Hotels™ and Time Hotels™, will manage the Live Aqua U.S. hotels.

Each hotel is expected to comprise an average of 250 to 300 units. The concept for Chicago, targeted for completion in 2017, is to build an 82-story high-rise in the West Loop area, and to dual-brand the development with the Live Aqua and Dream Hotels brands.

"We are very excited to introduce the American consumer and international tourists to Live Aqua, our luxury brand with a unique Latin style known for warm, attentive service," says Javier Barrera, Vice President of Posadas. "Through our partnership with Bighorn Capital and Début Hotel Group, both of whom have a deep understanding of the innate characteristics of success in the U.S. market, we believe we can establish a lasting and important lifestyle brand in the U.S."

This will be the first international expansion for Posadas, a leader in the Mexican hospitality industry. Live Aqua Hotels and Resorts was voted best resort in Mexico 2013 by Travel & Leisure, gained accolades in Conde Nast 2014 Hotlist, and won honors from Trip Advisor Traveler's Choice Awards.

"Live Aqua promises to bring to the U.S. hospitality market a new concept experience found in Posadas' Mexican properties," said Rob Entler, CEO of Bighorn Capital. "Posadas has developed an elegant hotel and resort concept which we believe has enormous potential in gateway cities throughout the country."



"We are proud to partner with Posadas and Bighorn to help bring the Live Aqua Hotels brand to life throughout the U.S.," said Eric Danziger, president and CEO of Début Hotel Group and Hampshire Hotels Management. "We have successfully managed upscale lifestyle properties for over 30 years, and we look forward to leveraging our expertise to maintain the distinctive and exclusive experience that Posadas pioneered with the Live Aqua brand in the Mexican market."

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About Posadas

Posadas is the largest hotel operator in Mexico, with 136 hotels and more than 21,000 rooms in beach and city destinations located throughout the country. Thanks to the positioning of its Live Aqua, Grand Fiesta Americana, Fiesta Americana, Fiesta Inn, Gamma, One and The Explorea by Fiesta Americana brands, Posadas is an internationally recognized Mexican company. Its leadership has been acknowledged by several organizations and publications, such as the International Association of Hotels & Restaurants, which ranks Posadas among the top 70 hotel operators in the world. Posadas also owns Fiesta Rewards, the biggest loyalty and reward program in Mexico; two long-term vacation membership programs: Fiesta Americana Vacation Club and Front Door Leisure Residences, a private residential club; and KIVAC a point base vacation program. Posadas has been listed on the Mexican Stock Exchange (BMV) since 1992. For further information, please visit: www.posadas.com

About Live Aqua

Live Aqua is the lifestyle hotel brand where it's all about the experience during your stay. Guests are constantly surprised and delighted by little details that turn every visit into something truly memorable. This exclusive concept delights all the senses, with refined cuisine, restful spaces, pleasing aromas and a luxurious ambiance where crisp service and personal attention reign supreme. www.liveaqua.com

About Bighorn Capital, Inc.

Bighorn Capital, Inc. is a private equity firm specializing in large commercial real estate transactions with a focus on design and construction, as well as oil/gas and alternative energy projects throughout the world. Bighorn Capital will work with Début Hotel Group to roll out in the next few years the Dream Dallas and Dream Chicago properties. Bighorn Capital believes in understanding the goals of its client partners and works to deliver the desired outcome to benefit all related parties. For further information, please visit: www.bighorn-capital.com

About Dream Hotels

Dream Hotels are individually curated properties that, together, comprise a unique narrative. The brand is underwritten by a design philosophy that is both surreal and contemporarily chic. Located in the United



States and abroad, the design of each property is informed by its locale and taken to Dream status by a pool of world-renowned architects and interior designers. The result is a stay experience well suited to the discerning traveler who seeks comfort in a truly cosmopolitan atmosphere. To learn more about Dream Hotels, please visit www.dreamhotels.com

About Début Hotel Group + Hampshire Hotels Management

Launched in 2015 by Hampshire Hotels Management, LLC and helmed by industry icon Eric A. Danziger, Début Hotel Group represents a sea change in the hospitality space by making fresh lifestyle experiences available to every traveler and hotel developer. The Hotel Group represents five distinct brands: Augustus Hotels & Resorts, Time Hotels, Dream Hotels, Night Hotels and Unscripted Hotels. Founded on the philosophy that forward-thinking design, service and guest experiences should be available in every market segment, Début Hotel Group is committed to offering travelers an authentic connection to their chosen destination through an out-of-the-box approach.

Début Hotel Group is part of Hampshire Hotels Management, a leader in managed properties, overseeing a diverse portfolio of hotels across the United States and abroad through third-party management contracts and the expanding Début Hotel Group portfolio. The company's strong brand relationships with leading hotel franchises strengthens its ability to achieve its growth potential and expand its portfolio in the four- and five-star franchised hotel market. Hampshire Hotels Management, LLC's corporate offices are located at 200 West 55th Street, New York, NY. Additional information can be found at www.debuthotelgroup.com.