



Press Release (Photo available in hi res)

Hotel Equities Adds Management of Hampton Inn in Jacksonville, FL

Atlanta, GA—August 08, 2011 – Atlanta-based Hotel Equities (www.hotelequities.com) recently acquired the management contract for the 118-room Hampton Inn Jacksonville-I-95 Central hotel at 1331 Prudential Drive in the heart of downtown Jacksonville's Southbank district.

Jacksonville, Florida is a new market for Hotel Equities (HE). Gary Faehr serves as the General Manager.

“We are proud to bring our award-winning hospitality to Jacksonville, a vibrant new market for Hotel Equities,” said **Tamara Markham**, Hotel Equities Vice President of Operations. “We will soon begin an extensive renovation to the property to develop a top tier hotel that delivers a first class lodging experience to our guests. We are excited to invest in downtown Jacksonville and are optimistic about the continued revitalization in this city.”

Located just one block off the St. Johns River, the Hampton Inn Jacksonville-I-95 Central offers convenient, walkable access to the Jacksonville Riverwalk, numerous corporate headquarters and law offices, the Baptist Health and Neumours Children's Clinic campuses as well as a wide array of boutique dining and shopping options in the historic San Marco area.

Visitors may also enjoy nearby museums as well as a variety of athletic and entertainment events at the Jacksonville Sports Complex. The complex includes the Veterans Memorial Arena, Jacksonville Baseball Grounds and the 80,000+ seat Everbank Field, home of the NFL's Jacksonville Jaguars. Just a short drive away, guests may visit local beaches, world class golf courses and the Jacksonville Zoo.

Complimentary breakfast is available each morning in the breakfast room off the lobby. A business center, meeting rooms, a fitness center and an outdoor pool make it easy to plan almost any type of event at the hotel. Both business and leisure guests enjoy the public areas that feature an inviting living-room ambiance.

Hotel Equities (HE) is an Atlanta-based full-scale hotel management, development and consulting firm. Frederick W. Cerrone, CHA, serves as President and CEO. HE presently has more than 50 properties in its portfolio. For more information, visit www.hotelequities.com.

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