



HOSPITALITY VENTURES MANAGEMENT GROUP

Media Contact:

Chris Daly
Daly Gray, Inc.
703-435-6293
chris@dalygray.com

Hospitality Ventures Management Group (HVMG) adds Hard Rock Hotel Daytona Beach to Growing Portfolio of Managed Properties

ATLANTA, Ga. (Dec. 18, 2018) — Hospitality Ventures Management Group (HVMG), an Atlanta-based, private hotel investment, ownership and management company, has announced it has taken over management the 200-room Hard Rock Hotel Daytona Beach (918 N. Atlantic Avenue). The hotel, which opened in early 2018, is owned by Summit Hospitality Management Group.

“The Hard Rock Hotel in Daytona Beach makes an ideal addition to our growing portfolio of upscale hotels and resorts with world-class, iconic brands,” said Robert Cole, HVMG president & CEO. “This marks our first Hard Rock Hotel-branded property, and our third Florida hotel addition just this year and our 4th property under HVMG. We look forward to working side-by-side with Summit Hospitality Management Group to maximize revenue and profitability through HVMG’s award-winning operations platform.”

Boasting panoramic views of the Atlantic Ocean, the beachfront property features renowned, brand-exclusive offerings and amenities, including The Sound of Your Stay® music

program which offers complimentary use of Fender guitars and Crosley record players for in-room jam sessions, as well as a renowned full-service Rock Spa® and Salon, a Rock Shop® and a Body Rock® fitness center.

“We are pleased Hard Rock Hotel Daytona Beach will be managed by an established company with a stellar portfolio and strong reputation in the industry like HVMG,” said Dale Hipsh, senior vice president of hotel operations at Hard Rock International. “We know they will continue the great legacy of Four Diamond service, quality and performance for which the property is known.”

Hard Rock Hotel Daytona Beach also includes the signature Sessions restaurant and bar, the open-air Wave Terrace and 20,000 square feet of indoor and outdoor meeting space, including a versatile ballroom terrace. The property’s resort-style beachfront pool features an expansive oceanfront party deck, including an outdoor pool bar and grill.

“Bringing in HVMG to manage Hard Rock Hotel is in line with our company strategy and enables our team to give our full attention to growing our portfolio and to asset management,” said Abbas Abdulhussein, CEO of Summit Hospitality Management Group. “Their proven track record operating resort properties, understanding of our clientele and familiarization of the Daytona Beach market allows them to hit the ground running.”

About Hospitality Ventures Management Group

Hospitality Ventures Management Group is a privately owned, fully integrated hotel investment and management group that specializes in turning around and repositioning underperforming hotels, as well as maximizing the performance of stabilized hotels. It currently operates 45 hotels in 17 states totaling 7,187 guest rooms. HVMG operates independent and

boutique hotels and resorts, as well as full-service, select-service and extended-stay hotels under the Hilton, Marriott, Hyatt, and IHG brands. Visit www.hvmg.com for more information.

About Hard Rock International

With venues in 74 countries, including 183 cafes, 27 hotels and 12 casinos, Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's most valuable collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise and Hard Rock Live performance venues. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company's two most successful Hotel and Casino properties in Tampa and Hollywood, FL., both owned and operated by HRI parent entity The Seminole Tribe of Florida, as well as other exciting locations including Atlantic City, Bali, Cancun, Daytona Beach, Ibiza, Orlando, Shenzhen and San Diego. Upcoming new Hard Rock Cafe locations include, Maldives, Manila, Malaga, Georgetown, Fortaleza, Rosario and Chengdu. New Hard Rock Hotel, Casino or Hotel & Casino projects include Berlin, Budapest, Dublin, London, Los Cabos, Madrid, Maldives, New York City, Ottawa, Sacramento, Dalian and Haikou in China. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women and Land Operator of the Year at the Global Gaming Awards. For more information on Hard Rock International visit www.hardrock.com.

About Hard Rock Hotel Daytona Beach

Hard Rock Hotel Daytona Beach brings the global brand's iconic vibe and energetic beat to a wide stretch of the world-famous Atlantic shoreline. The 200-room beachfront property features renowned, brand-exclusive offerings and amenities, including The Sound of Your Stay® music program, offering complimentary use of Fender guitars and Crosley record players for in-room jam sessions, as well as a renowned full-service Rock Spa® and Salon, a Rock Shop® and a Body Rock® Fitness Center. The hotel also includes the signature Sessions restaurant and bar, the open-air Wave Terrace and 20,000 square feet of indoor and outdoor meeting space, including a versatile ballroom terrace. The property's resort-style beachfront pool features an expansive oceanfront party deck and outdoor pool bar and grill. Located at 918 N. Atlantic Avenue, just 15 minutes from Daytona International Airport, Hard Rock Hotel Daytona Beach is owned by Summit Hospitality Management Group. For more information, visit www.hrhdatonabeach.com.