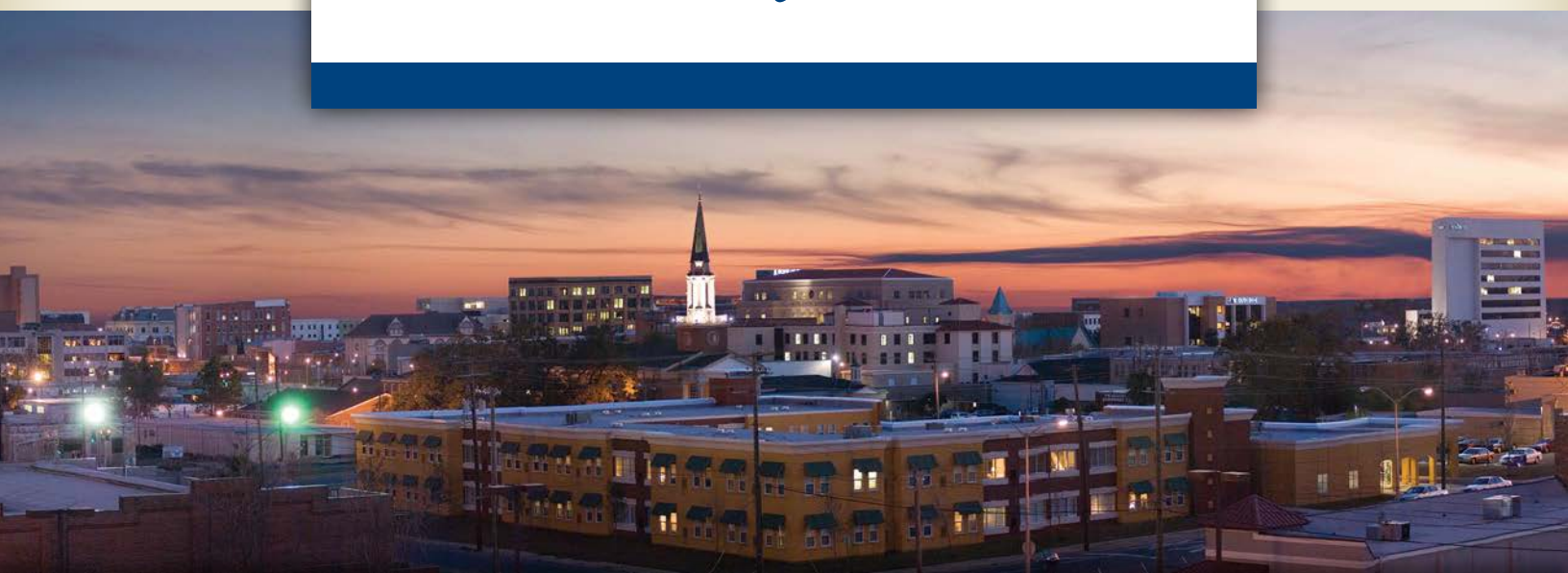


HIGHPOINTE

HOTEL CORPORATION

A Place for You.



About Highpointe

Highpointe Hotel Corporation is a full-service management and development company based in Gulf Breeze, Florida.

Founded in 1982, Highpointe provides professional management services for institutions, third-party investors, and hotels in our own portfolio. Today, the firm employs approximately 500 people and operates 12 hotels, with several new projects in its development pipeline.

Since 1994, Highpointe has completed over \$300 million in new hotel development for our own portfolio (currently located in New Orleans, Baton Rouge, Mobile and Pensacola), and has assisted in another \$100 million for third-party clients.

Highpointe development projects include the 107-suite Homewood Suites Pensacola Airport, the 120-room Courtyard by Marriott Pensacola/Downtown, and the 102-room Hampton Inn & Suites Mobile-Providence Park/Airport.

Highpointe also developed four hotels in New Orleans, including the 288-unit Hampton Inn & Suites – Convention Center. Additionally, the firm developed a 137-unit Hilton Garden Inn and recently completed the development of an 86 all-suite Residence Inn by Marriott, both located in Pensacola, FL.

Highpointe's founders, Darryl Lapointe, Dave Cleveland, and Bob Cleveland, are still running the company today. With the same leadership team in place since the company's inception, we know stability is the key to consistent results. Each and every day, we put our reputation on the line with every action, every recommendation, and every decision we make.

We have many long-term business partnerships forged through consistent, solid management. These relationships speak to our ongoing commitment to the most valued assets of all: personal, financial, and professional integrity.



Our Mission Statement

We will be recognized as one of the industry's premiere, full-service hotel management and development companies by our clients, employees, guests and peers.

We will develop and motivate our employees to allow us to compete at the highest level and to work harder than the competition, gaining a reputation as the most thorough, energetic and consistently productive company in the industry.

We will creatively, effectively and profitably manage our company and the assets entrusted to us by our clients.

OUR SERVICES

Management

Long before we break ground, we have a vision. Guided by that vision, we align human assets and state-of-the-industry technology to meet our goals on time and on budget.

Our managers are in the loop every day, with instant access to daily flash reports, extensively detailed budgets and marketing plans, and other relevant data.

Our successful track record, flawless credit, stable management, and unique real-time accounting system produce more than profits for our partners and investors. Collectively, these attributes ensure that we are in touch and accountable to deliver on our promises without fail. As an investor or partner, you receive financial reports on time, every time. That's one of the benefits of our centralized in-house accounting.

We also promise extraordinary attention to detail in planning, researching, building, and managing — and we do it all with a cooperative working attitude and the open, honest communication that is our hallmark.

Development

Development, construction, and management are all part of the same vision. That's one reason our construction process is always carefully planned and properly funded.

Before we buy or build, we perform thorough market research, and call in third-party firms to augment our analysis. We often reject five or six projects before we find one we consider worthy of presenting to partners and investors. Our careful consideration of a project, combined with independent research and conservative financial projections, allows us to consistently and confidently determine whether a project will be successful.

We believe in the maxim, “under promise and over deliver” and embrace the underlying conservative nature of this philosophy. Our affiliations with hotel brands are also carefully strategized. We partner only with top tier, highly respected brands that reflect our commitment to efficiency, profitability, and satisfaction for the guest as well as the investor.

Systems

Highpointe does all accounting in-house, including payroll. All receivables, payables, and taxes are calculated and reconciled by our in-house accounting team. If it involves cost, revenue, payments, reconciling accounts, forecasting, tracking, delivery of financial reports or data, we are watching the numbers closely and are analyzing and reporting them in real time.

Not only can we pinpoint the financial status of any property in moments, our investors can review financial statements 24-hours a day, seven days a week, from anywhere in the world via a secure, password-protected web site. Highpointe is also capable of customizing financial statements to fit investors' needs, and well understand the individual reporting needs of all of our stakeholders.



A Holistic Approach

Rather than breaking up property financials by task, each accountant is assigned full financial responsibility for designated properties. They track all receivable, payables, and even handle payroll, giving a big picture overview of a property's entire operation. They are then absolutely accountable for each transaction, result, and report. With a complete financial snapshot at their fingertips, our accountants can answer any question you ask about our properties.

Every hotel manager in the Highpointe group is responsible for meeting financial goals and objectives. They submit and review daily reports and track those reports against budgeted forecasts.

Finally, every hotel is audited yearly. By maintaining a clear, concise, and accurate account of the financial state of each property, investors can be confident they can bank on our numbers.

OUR RECOGNITION

Awards

Highpointe's expertise has been recognized repeatedly in the operations and development awards that are given by Hilton Hotels Corporation and Marriott International. Some of our honors include:

Highpointe Hotel Awards — 2003-2016

Hampton Inn – St. Charles

- 2012 Hilton Circle of Excellence Award — Top 10% of Hampton brand in Product Quality & Guest Satisfaction
- 2013 Certificate of Excellence Award from TripAdvisor
- 2016 Hilton Circle of Excellence Award — Top 10% of Hampton brand in Product Quality & Guest Satisfaction
- 2017 Certificate of Excellence Award from TripAdvisor

Hampton Inn — Mobile AL

- Wall of Fame Award for 2nd & 3rd Quarter 2008
- Wall of Fame Award YTD November 2008
- 2008 Hilton Circle of Excellence Award — Top 10% of Hampton brand in Product Quality & Guest Satisfaction

Residence Inn — Downtown Pensacola

- 2013, 2014, 2015, 2016 Certificate of Excellence Award from TripAdvisor
- Gold Hotel Award 2004 & 2015 — Top 10% Performing Hotel in the Residence Inn brand nationwide
- Silver Hotel Award 2013 and 2014

Courtyard by Marriott — Downtown Pensacola

- 2008 Gold Hotel Award — Top 10% Performing Hotel in the Residence Inn brand nationwide
- 2013 Certificate of Excellence Award from TripAdvisor

Hilton Garden Inn — Pensacola Airport/Medical Center

- Hotel Success Award 2011, 2012, 2014 & 2015 — Top 5% of the Hilton Garden Inn Brand
- Ranked #7 in 2011 among Hilton Garden Inn Brand
- Ranked #4 in 2012 among Hilton Garden Inn Brand
- 2013 Certificate of Excellence Award from TripAdvisor
- 2010 and 2012 JD Power Award
- JD Power Highest Guest Satisfaction 2014
- Outstanding Quality Assurance Evaluation 2014 & 2015
- General Manager Merit Award 2015

Hampton Inn – Pensacola Airport

- 4-time winner of the Hampton Lighthouse Award — Top 5% of all Hampton Inn Hotels
- 7-time winner of the Circle of Excellence Award — Top 20% of all Hampton Inn Hotels
- 2012 Circle of Excellence Award with TripAdvisor
- 2013 Circle of Excellence Award with TripAdvisor

Homewood Suites — Pensacola Airport

- 2003 Top New Hotel Performance Award
- 2004 General Manager of the Year, Award of Merit — Top 10
- 2004 Connie Pride Award of Merit, #3 — Top 10% of Homewood Brand
- 2004 Highest Guest Satisfaction, #2
- 2004 Suitekeeping Team of the Year, #3
- 2004 Sales Team of the Year, Award of Merit — Top 10
- 2005 Connie Pride Award of Merit, #8 — Top 10% of Homewood Brand
- 2005 Highest Extended Stay Percentage, #1
- 2005 Most Improved Extended Stay, #1
- 2005 Engineering Team of the Year, Award of Merit #3
- 2008 General Manager of the Year, Award of Merit — Top 10
- 2008 Director of Sales of the Year, Award of Merit — Top 10
- 2008 Connie Pride Award of Merit, #10 — Top 10% of Homewood Brand
- 2008 Most Improved Extended Stay #10 or 10
- 2008 Engineering Team of the Year, Award of Merit #4
- 2009 Connie Pride Award of Merit, #23 — Top 10% of Homewood Brand
- 2009 Stewardship Award, #1
- 2010 Connie Pride Award of Merit, #12 — Top 10% of Homewood Brand
- 2012 Connie Pride Award of Merit, #4 — Top 10% of Homewood Brand
- 2012 Exceeded Expectation in Problem Resolution, #4 — Award of Merit

Hampton Inn & Suites — St. Petersburg

- Wall of Fame Award for 2005 – Top 15% of Hamptons
- 2011, 2012, 2013 Certificate of Excellence Award from TripAdvisor

Darryl Lapointe

- Outstanding Achievement Award, 2003 Hampton Inn Hotels

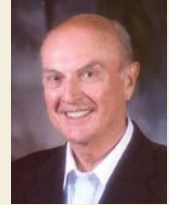
OUR EXECUTIVES

The Highpointe Management Team

The Highpointe management team is committed to growing the company in an ambitious yet responsible manner. The key to expanding our portfolio is to maintain our flawless credit and development history. Highpointe only pursues projects that have our proven components of success. Our core professional staff brings decades of experience to the table, and our senior executive team has been in place since the company was founded in 1982.

Darryl G. Lapointe

President and CEO



Darryl Lapointe is the founding president and CEO of Highpointe Hotel Corporation, in Gulf Breeze, Florida. Born in Vancouver, Canada, he has been involved in the hospitality industry virtually his entire life. During his nearly 50 years of working in hotel operations and development, he has been associated with commercial and resort properties in California, Nevada, Colorado, Michigan, Iowa, Louisiana, Texas, Georgia and Florida, receiving numerous industry honors for his contributions and accomplishments. Lapointe was awarded the Hampton Hotels – Outstanding Achievement Award recognizing his many contributions to the development of the brand. Lapointe is a past president of the International Association of Holiday Inns and is a current member of the Hampton Inn Hotels Franchise Advisory Council.

His hotels have won the most prestigious awards available for their respective brands including the Torchbearers Award, the Wingardner Award, the Pinnacle Award of Excellence, the Marriott Gold Hotel Award, and the Lighthouse Award. He has twice received “Development of the Year” awards given by national franchisors, as recognition for his introduction of innovative, challenging and exciting new projects to their brands.

Under his leadership this full-service management and development company has built a current portfolio of 12 hotels. Brands include Hampton Inn, Hampton Inn & Suites, Homewood Suites by Hilton, Hilton Garden Inn, Residence Inn by Marriott, and Courtyard by Marriott.



OUR EXECUTIVES (CONTINUED)

Robert F. Cleveland

*Senior Vice President
Operations*



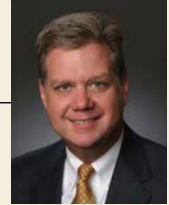
Robert Cleveland graduated from Florida State University with a B.S. Degree in Hotel and Restaurant Administration. Cleveland began his hospitality career with Holiday Inn hotels in 1976, excelling in the company's Operations Management and Development Program, completing the Innkeeper course of study within the Hotel Management Program at Holiday Inn University. He then worked for Holiday Inns, Inc. in food & beverage, resident, and general management positions at Orlando-Airport, Disney Maingate-West, and Columbia, South Carolina.

Cleveland joined Highpointe at its inception and is responsible for all day-to-day operations, providing direction for general managers of the individual properties. He provides centralized purchasing, budgeting, and capital improvement plans and approvals to ensure that the profit levels of the hotels meet expectations. Cleveland also oversees all property-level management personnel decisions to ensure operating philosophies and policies are carried through to the guest.

Cleveland is a past member of the Hampton Inn Brand Operations Council, and is a board member of the Community Trust Agency, a non-profit issuer of municipal bonds to commercial projects. Mr. Cleveland has also served his community as a City Councilman for the City of Gulf Breeze, and as Vice Chairman of Tourism for the Pensacola Area Chamber of Commerce.

David E. Cleveland

*Senior Vice President
Marketing and Development*



Dave Cleveland received his Master of Business Administration Degree from the University of Texas, after graduating summa cum laude from Florida State University with a B.S. Degree in Marketing. His academic awards included: Top Business Student; Top Advertising Student; Beta Gamma Sigma; Phi Kappa Phi; Phi Theta Kappa; Dean's Award for Academic Excellence, and recognition as a University of Texas Sord Scholar.

He began his hotel career in 1975, excelling in a variety of property-level operations and marketing positions, ranging from bellhop to manager. From this experience, he has acquired a genuine understanding of hotel management from the ground up that enhances his ability to analyze the feasibility of a project or the competitive situation of an existing property from an operator's point of view.

As Senior Vice President of Marketing and Development, Cleveland coordinates all aspects of market research for the properties developed and managed by Highpointe Hotel Corporation. This includes lodging market assessments, hotel investment analyses, supervision of the hotels' appraisal process, portfolio management, risk management, and placement of debt and equity. He also supervises the hotels' marketing efforts, as administered by the Regional Directors of Sales and Marketing.

Cleveland has held several officer positions with the Pensacola Area Chamber of Commerce, is currently a member of the Board of Directors for Baptist Health Care, and serves on the Gulf Breeze Hospital Advisory Board. He is also a board member and past President of the University of West Florida Foundation, and served on the Board of Trustees for the University of West Florida, recently completing a term as Chairman.



OUR HOTELS

Florida Hotels

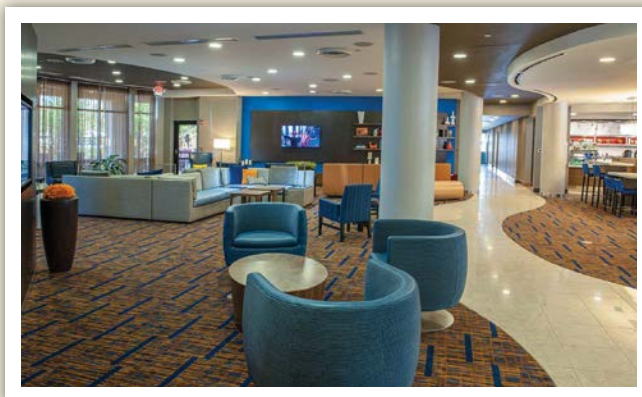
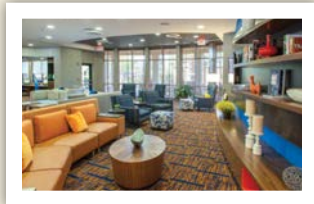


Courtyard by Marriott

Pensacola Downtown

700 East Chase Street, Pensacola, Florida 32502
marriott.com/pnspc
(850) 439-3330 • Toll-Free: (800) MARRIOTT

- 120 rooms
- Two meeting rooms with 900 square feet of total meeting space – board room seats 10, conference room seats 40
- Room amenities:
Complimentary high-speed Internet access, large desk with conveniently placed lighting and outlets, coffee maker and tea service, CNN, ESPN and HBO
- Location includes: Outdoor swimming pool and spa, onsite restaurant, hotel bar, The Market™ convenience shop onsite, exercise facility with state-of-the-art equipment, business center with high-speed Internet, computer access and complimentary printing and fax services, and on-site guest laundry
- Just minutes from dining and entertainment in historic downtown Pensacola and Pensacola Beach

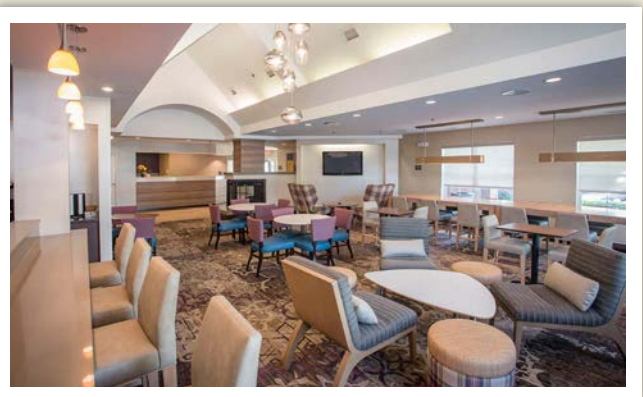
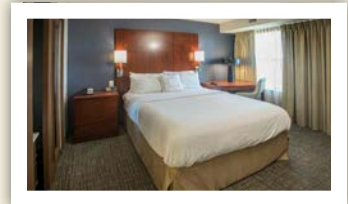


Residence Inn by Marriott

Pensacola Downtown

601 East Chase Street, Pensacola, Florida 32502
marriott.com/pnsdt
Toll Free: (800) MARRIOTT

- 78 suites
- Room amenities:
Full kitchen amenities, LCD TVs with Cable, and complimentary high-speed Internet access
- Location includes:
Outdoor pool, outdoor sport court, indoor exercise facility, Business area with complimentary fax and printing, evening social hour (Monday-Wednesday) with complimentary beer and wine, guest laundry facility, complimentary grocery shopping for guests, complimentary newspapers and coffee in the lobby, valet dry cleaning, safe deposit boxes (front desk), The Market™ Convenience Shop open 24-hours a day, and more
- Close to historic downtown, local dining, shopping and attractions; minutes to Pensacola Beach



OUR HOTELS

Florida Hotels



Residence Inn by Marriott

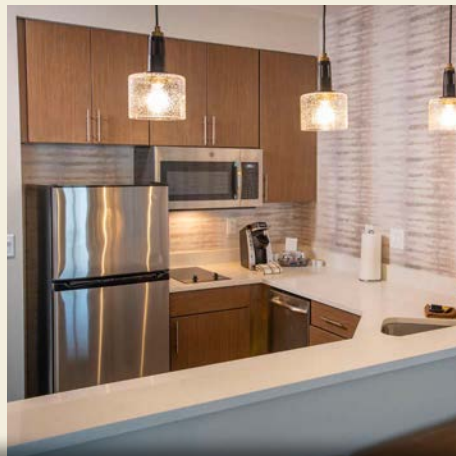
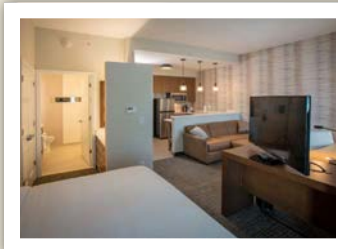
Pensacola Airport/Medical Center

6000 Cobble Creek Road, Pensacola, Florida 32504

marriott.com/pnsrp

(850) 476-8383 • Toll Free: (800) MARRIOTT

- 86 Suites - Studio King Suites & King One Bedroom Suites
- Complimentary shuttle to the airport and surrounding area
- Fitness center with custom running routes
- Sports court with basketball
- Outdoor swimming pool
- Outdoor BBQ grills
- Hot complimentary breakfast daily
- Residence Inn Mix — Monday through Wednesday
- Guest suites feature full kitchen, separate living area with sleeper sofa, HD-TV with cable service
- Complimentary grocery service
- Meeting space for up to 20 people



OUR HOTELS

Florida Hotels



Hampton Inn

Pensacola Airport

2187 Airport Boulevard, Pensacola, Florida 32504
pensacolaairport.hamptoninn.com
(850) 478-1123 • Toll-free: (800) HAMPTON

- 126 rooms (including 7 suites)
- Three meeting rooms with 2,500 square feet of total meeting space
- Room amenities: Free wireless and wired internet access, Hampton Cloud Nine bedding, two queen beds or king bed, desk/workspace, HDTV with HBO, coffee/tea maker, refrigerator and microwave, all rooms 100% non-smoking
- Location includes: Outdoor pool and on-site exercise center, complimentary shuttle service to the airport and area businesses, onsite shop for drinks and snacks 24 hours a day, free breakfast buffet daily, complimentary parking, complimentary wireless internet access in guest rooms, meeting rooms, lobby and poolside, business center with audio visual equipment for nominal fee
- Close to Pensacola International Airport, mall shopping, dining, beaches and downtown Pensacola



Homewood Suites

Pensacola Airport

5049 Corporate Woods Drive, Pensacola, FL 32504
pensacolaairport.homewoodsuites.com
(850) 474-3777 • Toll Free Reservations: (800) CALL-HOME

- 107 suites
- Total of 1,664 square feet of meeting space and 24-hour Executive Business Center
- Room amenities: All-suite accommodations with fully equipped kitchens, separate dining and living room areas, 32-inch remote controlled TVs with 60 cable channels, including HBO, and high-speed internet
- Location includes: Hot complimentary breakfast buffet, complimentary Welcome Home Reception™ including lite dinner fare prepared Monday through Thursday (including beer and wine), 24-hour exercise center, on-site Suite Shop convenience store, on-site guest laundry, same-day valet/dry cleaning, beautiful outdoor swimming pool and covered patio area, sports court, and complimentary shuttle to airport and the immediate area
- Close to Pensacola International Airport, mall shopping, dining, beaches and downtown Pensacola



OUR HOTELS

Florida Hotels

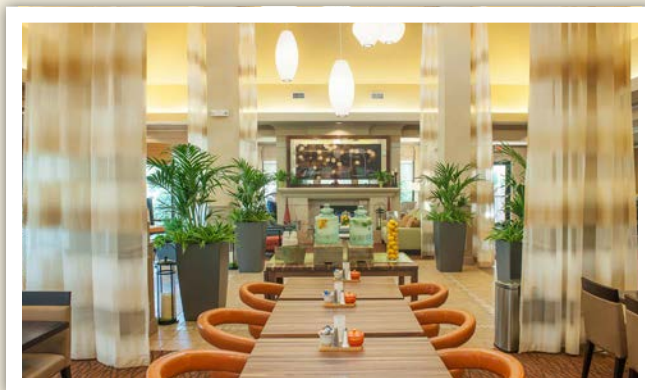


Hilton Garden Inn

Pensacola Airport

144 Airport Boulevard, Pensacola, FL 32504
pensacolaairportmedicalcenter.hgi.com
(850) 479-8900 • Toll Free: (800) STAY-HGI

- 137 rooms (including 14 suites)
- Six meeting rooms, with 4,200 square feet total meeting space
- Room Amenities: Work areas, mini-fridge, microwave, coffee maker, HDTV with free HBO
- Location includes: Oversized, state-of-the-art exercise room, outdoor pool and whirlpool spa, business center with complimentary fax and printing, free wireless internet access, lobby bar, safety deposit boxes, on-site guest laundry, complimentary parking, complimentary airport shuttle to and from locations within two miles, and 24-hour on-site convenience store
- Close to shopping, dining, movie theaters, and Pensacola International Airport

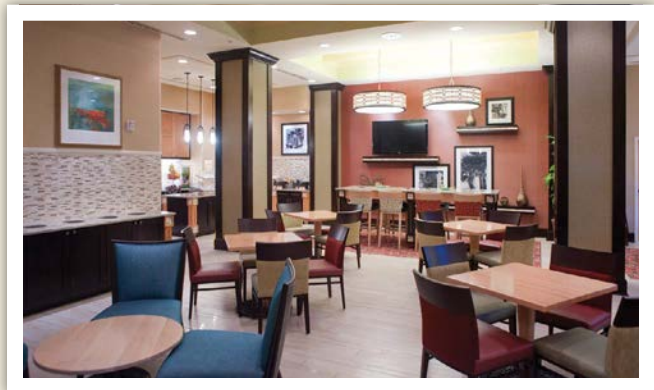
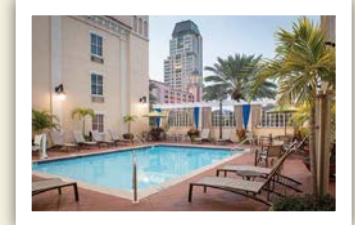


Hampton Inn and Suites

St. Petersburg Downtown

80 Beach Drive NE, St. Petersburg, FL 33701
stpetersburgdowntown.hamptoninn.com
(727) 892-9900 • Toll-free: (800) HAMPTON

- 91 rooms (including 30 suites)
- Meeting space for groups of 10 to 100 with 1,800 square feet of meeting space available.
- Room amenities: Refrigerator, microwave, high-speed internet access, some suites with private balcony, flat screen TV, and coffee maker
- Location includes: Complimentary breakfast, free Wi-Fi throughout the entire hotel, heated outdoor pool, fitness room, 24-hour Suite Shop, on-site guest laundry, valet parking, and kiosk for checking email or printing documents
- Walking distance to many restaurants, shopping and attractions such as the Dali Museum, The James Museum of Western & Wildlife Art, Museum of Fine Arts, and The Mahaffey Theatre. Minutes away from Tropicana Field and the beautiful gulf beaches



OUR HOTELS

Louisiana Hotels

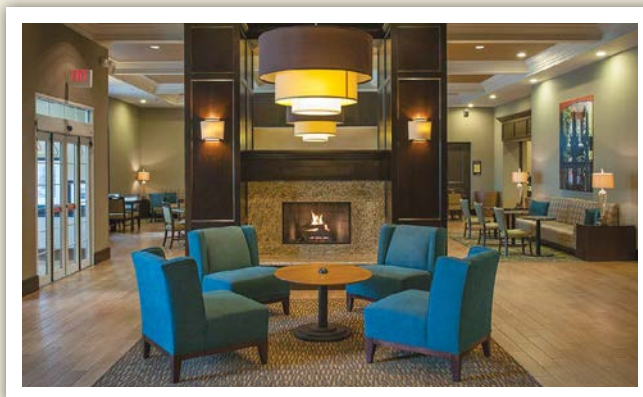
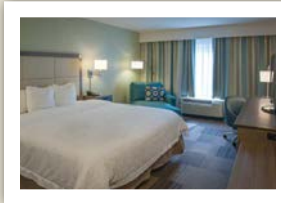


Hampton Inn and Suites

Elmwood

5150 Mounes Street, Harahan, LA 70123
neworleanshamptoninns.com
(504) 733-5646 • Toll-Free: (800) 292-0653

- 128 rooms (including 30 suites)
- 1,674 square feet of meeting space that can be divided into two rooms which accommodate 50 each; onsite business center
- Room amenities: Free movie channel, two-room suites with wet bars. In non-suites: mini fridge, microwave, and coffee maker
- Location includes: Complimentary hot breakfast buffet, outdoor pool, complimentary use of local fitness center, free parking, convenience shop, free incoming fax service
- Great location just 15 minutes from downtown New Orleans attractions, close to area restaurants, shopping and entertainment. We are only seven miles from the New Orleans International Airport.

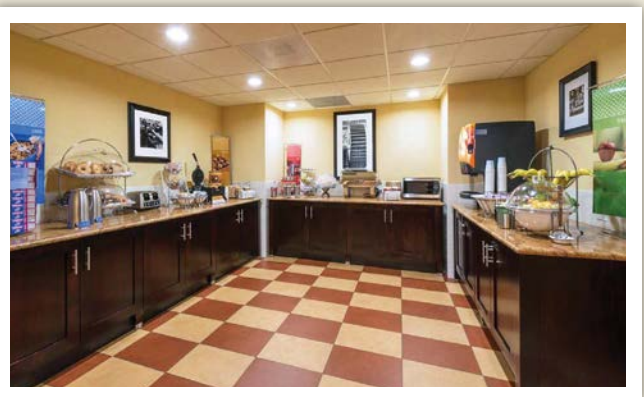
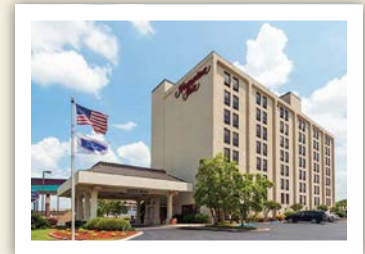


Hampton Inn

Baton Rouge, College Drive

4646 Constitution Avenue • Baton Rouge, LA 70808
batonrougecollege.hamptoninn.com
(225) 926-9990 • Toll-free: (800) HAMPTON

- 140 rooms
- Corporate travelers can take advantage of the on-site business center, 240 square feet of flexible meeting space.
- Room amenities: Recently renovated guest rooms feature free local calls, full cable including HBO, and coffee makers
- Location includes: Free parking, kids under 18 stay free with their parents, complimentary Business Center, complimentary Jump Start Fitness Center and access to a nearby gym
- Easy access to historic plantations, the LSU campus, the State Capitol, and the U.S.S. Kidd Navy ship. One of America's favorite cities, New Orleans, is only 45 minutes away.



OUR HOTELS

Alabama Hotels

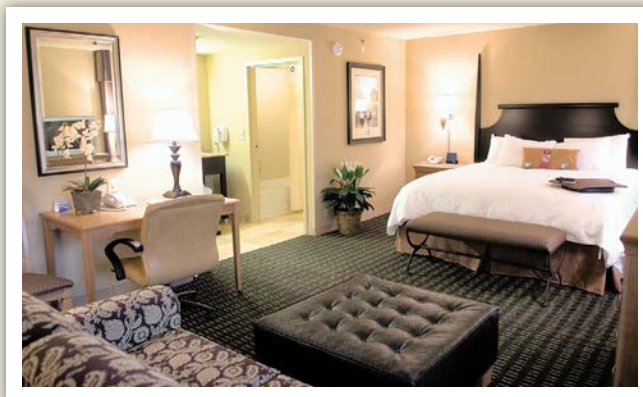


Hampton Inn and Suites

Mobile

525 Providence Park Drive, Mobile, AL 36695
mobileprovidencenparkairportsuites.hamptoninn.com
(251) 776-5866 • Toll-free: (800) HAMPTON

- 102 rooms (including 32 suites)
- Over 1,200 square feet of meeting space. Banquet and Meeting Facilities with free high-speed Internet access and onsite business center. Meeting rooms available to seat 10 to 100 people.
- Room amenities: Free wireless high-speed internet, TV with cable, microwave and mini-refrigerator (in most rooms), work desk, coffee maker, coffee and tea.
- Location includes: Complimentary On the House™ Hot Breakfast, free shuttle service to the airport and other surrounding areas onsite fitness center, beautiful outdoor swimming pool, laundry and valet service, complimentary shuttle to airport and the immediate area.
- Located in the heart of the flourishing West Mobile Business District, convenient to Mobile Regional Airport, University of South Alabama, and Providence Hospital.



OUR HOTELS



Property name	Location	Number of rooms	Meeting space
Courtyard by Marriott Pensacola Downtown	Pensacola, Florida	120 Rooms (including 2 Suites)	900 sq. ft.
Residence Inn by Marriott Pensacola Downtown	Pensacola, Florida	78 Suites	--
Residence Inn by Marriott Pensacola Airport/Medical Center	Pensacola, Florida	86 Suites	460 sq. ft.
Hampton Inn Pensacola Airport	Pensacola, Florida	126 Rooms (including 7 Suites)	2,500 sq. ft.
Homewood Suites Pensacola Airport	Pensacola, Florida	107 Suites	1,664 sq. ft.
Hilton Garden Inn Pensacola Airport	Pensacola, Florida	137 Rooms (including 14 Suites)	4,200 sq. ft.
Hampton Inn and Suites St. Petersburg Downtown	St. Petersburg, Florida	91 Rooms (including 30 Suites)	1,800 sq. ft.
Hampton Inn and Suites Elmwood	Harahan, Louisiana	128 Rooms (including 30 Suites)	Largest: 1,674 sq. ft.
Hampton Inn Baton Rouge, College Drive	Baton Rouge, Louisiana	140 Rooms	Largest: 240 sq. ft.
Hampton Inn and Suites Mobile	Mobile, Alabama	102 Rooms (including 32 Suites)	1,200 sq. ft.

