



Press Release

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FERN VALLEY HOTEL & CONFERENCE CENTER

New Ownership Group and Leadership Team Ready for Property for Next Chapter, Capital Improvements

April 1, 2014 (Louisville, KY)—The Fern Valley Hotel & Conference Center, a 406-room, 22,000 square-foot meeting and convention facility located in Louisville, Kentucky is under new ownership and leadership team direction. In a marketplace ripe with recent headlines of upcoming hotel announcements, convention property enhancements, and tourism attraction additions, the Fern Valley Hotel plans to be a vital part of the region's convention and tourism conversation well into the future, and is moving forward with a capital improvement plan of its own.

Operating as Fern Valley Holdings LLC, the newly formed entity is the first hotel property for a New York City-based ownership group with an extensive portfolio of real estate holdings across numerous markets. The hotel had previously been owned by Crestview Hills, Kentucky hotel owner/operator Columbia Sussex Corporation operating as both a Holiday Inn affiliate, and an independent property. When made aware of the potential purchase opportunity, current ownership saw inherent value in both the assets and amenities nearby, the strength in the Louisville marketplace overall, and quickly seized the opportunity to add the property, and market, to its portfolio of holdings.

With new ownership in place, the hotelier/convention direction of the property in focus, and plans in place for capital improvements, an immediate next step was to secure a Leadership Team with the experience, drive and passion needed to return the hotel, meeting and convention facility back to a place of prominence within the thriving Louisville hospitality marketplace. The result has been the addition of new leadership to a pre-existing team, bringing total employment at the hotel to 65 team members. Among the new additions are:

- General Manager, Jahangir Hadjmohammadreza; Joined latter-2013; Previously with Columbia Sussex Corp. at various properties, most recently the Sanibel Harbour Marriott Resort & Spa in Ft. Myers, FL
- Director of Sales, Monica Becht; Joined February 2014; Previous experience with the Galt House Hotel and Brown Hotel, both in Louisville
- Chief Engineer, Mike Vincent; Joined latter-2013; Previously with Columbia Sussex Corp. and properties in Texas

The recent additions, coupled with enhancements to the hotel's food and beverage team and a tenured and experienced team that remains, oversee the Fern Valley Hotel with a combined 100+ years of hospitality industry experience.

"I couldn't be more excited about the direction the new ownership and leadership team are taking the Fern Valley Hotel & Conference Center," said new General Manager Jahangir Hadjmohammadreza. "In this industry it's the people that make the difference...who are the driving factor. Our team has the experience and the desire to ensure guest satisfaction and an experience second-to-none. Bottom line, that is the very definition of hospitality."

Having a renewed and close-working relationship with the Louisville Convention and Visitors Bureau in place, a facility and amenities that speak for themselves, a seasoned Director of Catering Latina Mays, and now the arrival of a new Director of Sales Monica Becht, the hotel is already noting success in bookings now through 2015. A healthy balance of corporate bookings such as Norton Healthcare and city-wide conventions like Mid-America Trucking Show, balance nicely with 2014 Kentucky Oaks/Derby

three-night packages on pace for sell-out. Add to that the renewed energy and proximity that comes from nearby Kentucky Exposition Center, the soon-to-be-reopened Kentucky Kingdom, and Churchill Downs, and the Fern Valley Hotel is in a prime position to service both Louisville's convention and tourism markets in a manner not available to other properties of similar size.

"The value of what we have to offer at the Fern Valley Hotel is a huge plus...with the amenities, service and experience to match," said Monica Becht, Director of Sales. "We have the unique opportunity to sell the overall Louisville hospitality experience. The future looks promising at the Fern Valley Hotel as we embark upon an exciting new chapter."

From the perspective of the client and partner organizations, similar accolades and excitement are shared. "The sales and catering staff of the Fern Valley Hotel & Convention Center provided outstanding service in organizing our event," said Terry Allen, Co-Chair of Quilter's Day Out. "The entire Fern Valley Hotel team were extremely helpful and accommodating with our last minute requests, and were invaluable to us when it came to hosting a successful event."

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About the Fern Valley Hotel & Conference Center:

Fern Valley Hotel & Conference Center in beautiful Louisville, Kentucky--where southern hospitality and modern facilities combine to create an atmosphere of comfort and luxury. Conveniently located off Interstate 65 near Louisville International Airport, The Kentucky Exposition Center/Kentucky Kingdom and Churchill Downs, and within close proximity to downtown's business district/convention facilities, the Fern Valley Hotel is one of Louisville's larger hotel and meeting spaces. Whether working or relaxing, you'll find our 406 guest rooms, 22,000 square-feet of flexible meeting space, on-site dining/lounge, indoor pool/whirlpool, and other recreational amenities provide all the amenities that matter most. For more information or reservations, call 1-502-964-3311, or visit us online at www.fernvalleyhotel.com.

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