

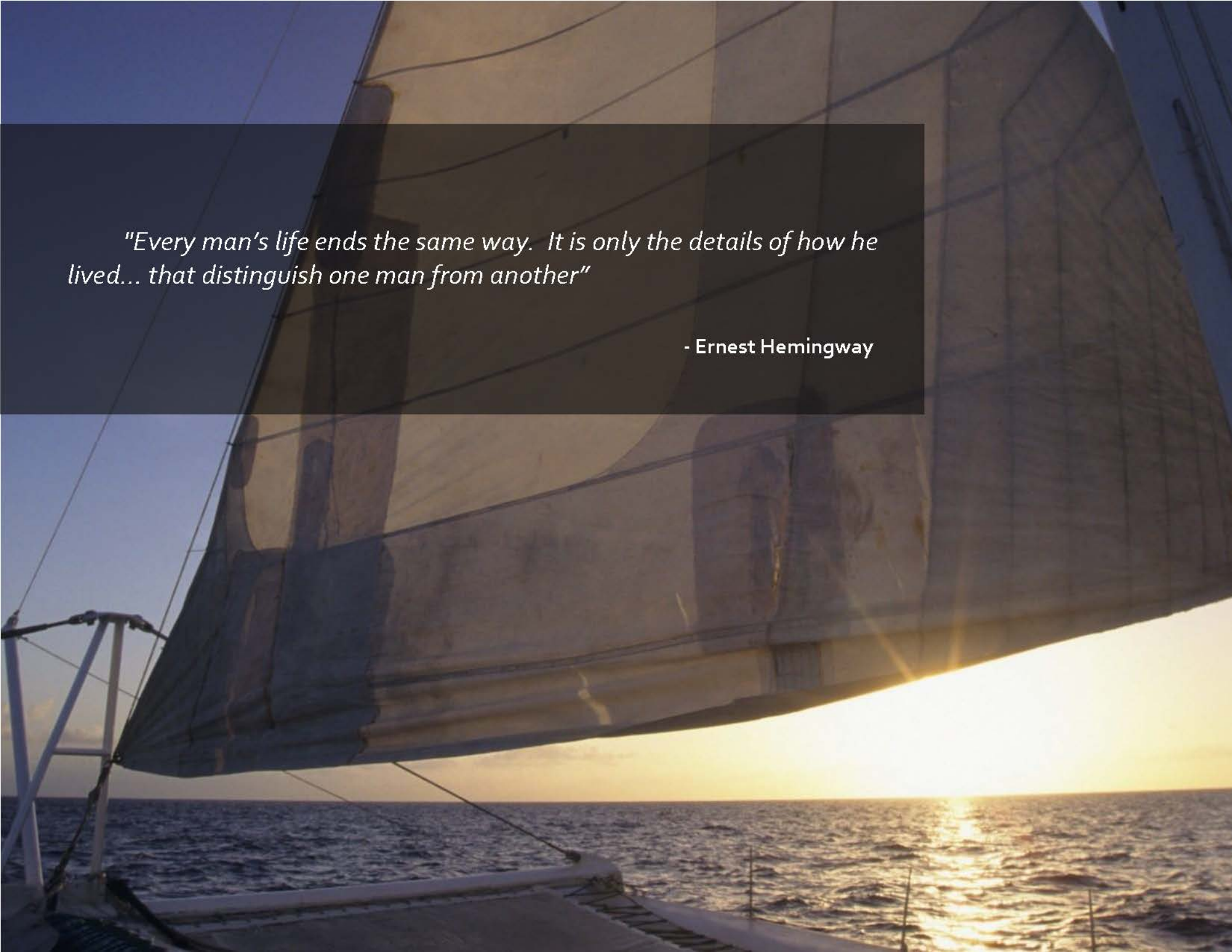


RILEY

HOTELS AND RESORTS

Discover Riley. Discover the life.



A low-angle shot of a sailboat's mast and a large, light-colored sail against a sunset sky. The sun is low on the horizon, creating a bright glow and reflecting on the dark, choppy water. The sail has some darker patches and is held by ropes. The sky transitions from a pale yellow near the horizon to a deep blue at the top.

"Every man's life ends the same way. It is only the details of how he lived... that distinguish one man from another"

- Ernest Hemingway

WELCOME

Riley Hotels and Resorts represents a profound departure from other luxury brands that have gone before us.

Committed to the understanding that for our clientele the greatest luxury is time, Riley Hotels and Resorts is dedicated to provide the ultimate service and attention to detail so our guests can make the most of their most precious asset... time itself. Always mindful that the '*Good Life*' means different things to different people, our collection of properties is designed to combine the very best of location, culture and experience.

We look forward to serving you.

BRAND VISION

Our premier hospitality brand is the epitome of luxury. Founded on the highest quality service, our properties are in the most desirable locations in the world.

From economic and cultural epicenters like Manhattan and Tokyo to exotic tropical escapes such as The Dominican Republic and Maldives, our hotels attract the world's elite looking for a one-of-a-kind experience.

Understanding that time is the greatest luxury for our clientele, we ensure that every moment a guest is under our attentive care they experience nothing less than true excellence. Our name is synonymous with the absolute best and guests who stay with us have the luxury of not a single worry.

LUXURY OF TOMORROW


In keeping with offering a true luxury experience, we are at the forefront of tomorrow's luxury. No

longer is conspicuous consumption in vogue; tomorrow's luxury is about conscious consumption, enjoying the best life has to offer with a nod to the impact that it has on our earth. It's not quantity, but quality that matters. It is not about material objects, but one-of-a-kind experiences that define luxury. The one thing money cannot buy is time, which is why tomorrow's luxury is about using time to do things most cannot, to enjoy the most exquisite destinations, taste the most gastronomic foods, to be treated with the most respectable service. Our brand stands for the luxury of tomorrow.

LUXURY FOR TODAY

Inspired by the phrase "Living the life of Riley", referring to a care-free lifestyle of abundance and luxury, Riley Hotels and Resorts represents a truly indulgent experience, whatever your fancy may be. With an elegant and sophisticated presence, Riley Hotels and Resorts provides the opportunity to live the life of Riley your way, with a completely tailored luxury experience.

Riley satisfies all the criteria a good brand should meet including distinctiveness, brevity, appropriateness, easy spelling and pronunciation, likeability, extendibility and protect-ability. Riley could easily become the new name of luxury.

A romantic dinner table set for two at sunset by the ocean. The table is covered with a dark cloth and features several wine glasses, water glasses, plates, and cutlery. In the background, a palm tree stands against a sky filled with soft, golden clouds, with the sun setting over the ocean.

"Luxury is an attitude. It is not defined by money and cannot be quantified. Rather, luxury comes from a philosophy of unparalleled quality, detail and purity with an essence of passion and desire. True luxury is scarce and is only tasted by a select few. It reveals itself in experiences, evokes every human sense and leaves you wanting more."

- Reilly Carpenter



JOE MOFFA
MANAGEMENT



THOMAS J. BAUER
ACQUISITION



DOUG LEOHR
DEVELOPMENT



PAUL CAUDELL
MARKETING



LISA ZIFER
OPERATIONS

RILEY HOTELS AND RESORTS EXECUTIVE TEAM



PHILLIP A. HELON
LEGAL

"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."

- Vince Lombardi



Today's developer is a poor substitute for the committed entrepreneur of the last century for whom the work of architecture represented a chance to celebrate the worth of his enterprise."

- Arthur Erickson

At Riley Hotels and Resorts we believe that the projects we are involved with not only celebrate the worth of our clients enterprise, but ours as well. Using only the finest quality products and superior craftsmanship, our exceptional dedication is evident in every new construction we acquire, design, renovate, or build.

From conception to completion, Riley Hotels and Resorts provides the agility and flexibility to adapt to any project's needs without the roadblocks common with larger corporations. We promise a hands-on partnership by working closely with you throughout all points in the project to ensure a seamless, efficient, and timely completion, and a project that will be celebrated through time.

Riley Hotels and Resorts offers full service property management operations. We provide a unique blend of talent, experience, capital resources, and technology to enhance profitability at every level. Our clients are rewarded with properties that increase in both market share and real estate value.

Riley's world-class management team brings experienced leadership to every aspect of hotel operations. Our hotels command guest satisfaction scores that are consistently higher than the brand averages. Trust us with every aspect of management operations:

- Accounting
- Brokerage
- Finances
- Human Resources
- Interior Design
- Internet Technology Services
- Planning/ Design
- Sales & Marketing
- Training Services

*... the outlook for brands is good. Yes, there's more competition than ever before.
And yes, online distribution channels render brands less important. But brands
still hold an intrinsic worth.*

– Patrick Mayock, Hotel News Now



Always mindful that in this day and age of internet shopping for, and booking of hotel rooms and stays, branding is but one element in the sales and marketing stratagem.

When a guest chooses to stay at one of our Riley Properties, SERVICE becomes the key deliverable that not only creates a satisfactory experience, but customer loyalty in the long run as well. Keenly aware that industry data and experts suggest that for every room booked through an online search engine such as Expedia or Orbitz, 10 rooms are booked through the individual hotel brand website, we maintain websites with cutting-edge design and technology to help maximize our bookings, reservations and occupancy.

At Riley, we refuse to rest on our brand. We are committed to providing our guests with outstanding service, superb facilities, excellent amenities, competitive pricing and GREAT value. As Peter Yesawich, Chairman and CEO of Ypartnership, so aptly put it "Brand will always be important. The key question is the relative importance compared to some of the other attributes of selection." Therefore, we:

- Utilize proprietary reservation systems and technology to maximize occupancy
- Employ proprietary SEO (search engine optimization) strategies and technologies to ensure maximum visibility
 - Actively "target market" our Riley properties to fully exploit our marketing budgets
- Offer unique, NOT "cookie cutter" properties to scintillate the guests' senses, and provide one-of-a-kind business and vacation experiences
 - Proffer exceptional value for the guest

At Riley Hotels and Resorts, we believe that 'less is more', and that true value and distinction are rooted in exclusivity. Which is why you'll only find our flag in the most unique locations... and on the most distinct properties. Each Riley is a jewel unto itself and each guest experience is completely tailored to their individual whims. From exceptional concierge and butler service to the finest in local faire and cuisine, each Riley provides our clientele an escape from the ordinary and respite from the predictability of larger "cookie cutter" luxury brands.

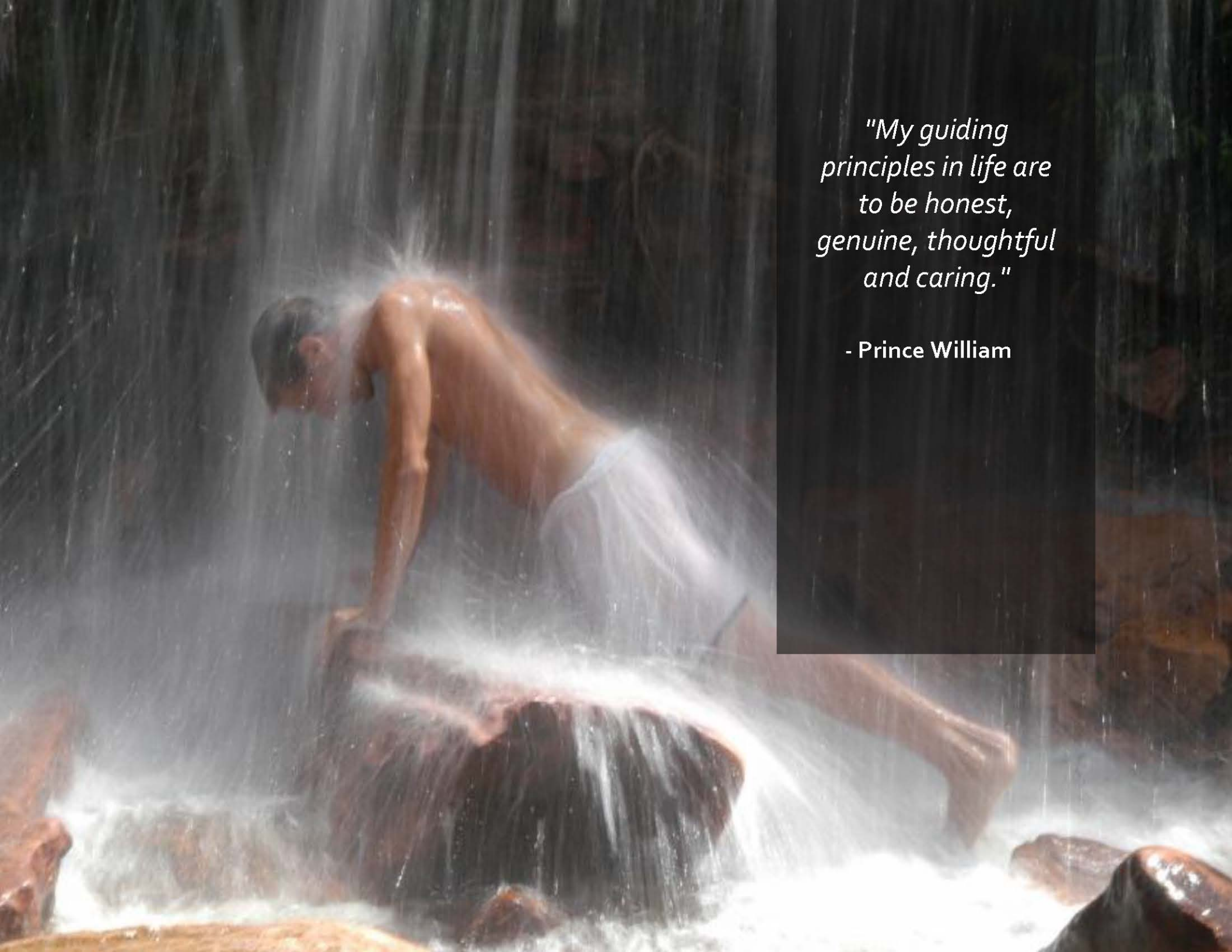
At Riley, we are defined by:

- Commitment to long term brand value and standards
- Concentrate on a small number of hotels which rank amongst the finest in the world and are leaders in their markets
 - Long-term management and ownership where possible, committing significant resources to each project
 - Partnership philosophy, and experience in overseas markets
 - Each hotel has individual character reflecting local culture and style

Lost wealth may be replaced by industry, lost knowledge by study, lost health by temperance or medicine, but lost time is gone forever.

- Samuel Smiles





*"My guiding
principles in life are
to be honest,
genuine, thoughtful
and caring."*

- Prince William

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In addition, we are steadfast in our belief that each Riley should tread lightly on the environment, yet leave an indelible impression on its own corner of the World. To that end, we subscribe to:

- Only one hotel in each destination
- Exceptional prime locations
- Size of the hotel small enough to be able to provide personalized service
 - Each hotel has its own individual character
- Each hotel is designed to be an integral part of the local community

These guiding values and principles, we believe, help ensure the value and longevity of the Riley brand.



"Without new experiences, something inside of us sleeps. The sleeper must awaken."

– Frank Herbert

At Riley Hotels and resorts, we provide the experiences to awaken the senses, and deepen the understanding of the world around us.

Discover Riley. Discover the life.





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