New Sun Destination Joins Coast Fleet - Coast Phoenix Sky Harbor Hotel

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Coast Hotels & Resorts Expands Portfolio with Addition of the Brand's First Arizona Property:

The growing brand touches down in Phoenix with the purchase of the Crowne Plaza Phoenix-Airport hotel

SEATTLE, Wash. — (November 15, 2012) - Coast Hotels & Resorts welcomes its first Arizona property with the acquisition of the former Crowne Plaza Phoenix-Airport. Coast Hotels brings its blend of first-rate service and exceptional value to the property which will be known as the Coast Phoenix Sky Harbor Hotel. Branding for the rollover will continue throughout the coming weeks and be complete by the first quarter of 2013.

The new location adds the popular, sunny travel hub and Phoenix destination to the growing geographic footprint of the Coast Hotels & Resorts brand, providing Coast fans with the closest full-service hotel to the Phoenix Sky Harbor International Airport and easy access to all that Phoenix has to offer.

The acquisition of the hotel was made in conjunction with the Caliber Company, a full-service real estate investment firm based in Scottsdale, Ariz., and Heavlin Management Company, a deeply experienced hotel management firm. Throughout the next year, the hotel will undergo a $5 million renovation of the guestrooms, suites, lobby, and conference center.

"This is an exciting time in Coast's growth," said Doug Rigoni, Executive Vice President and Chief Operating Officer of Coast Hotels & Resorts U.S. "Arizona represents a great opportunity to bring our leadership to a promising market. Coast Hotels & Resorts has a strong brand and we are looking forward to continuing to expand our portfolio in key strategic markets, such as Phoenix."

The addition of the Coast Phoenix Sky Harbor Hotel brings the brand's total properties to 42 in North America and marks its 13th property in the U.S. Each Coast hotel is known for its unique personality and prime location offering guests its signature combination of full service, value and local experience.

"We are delighted to become part of the Coast Hotels & Resorts family because of the strong guest services reputation and recognition the brand brings," said Frank Heavlin, President of Heavlin Management Company. "We intend to leverage the friendly and approachable atmosphere Coast Hotels & Resorts is known for to delight our guests."

The only Phoenix hotel with its own stop on the metro rail, the centrally located Coast Phoenix Sky Harbor Hotel offers business facilities, a conference center, leisure amenities and easy access to the best of the city. With more than 12,000 square feet of flexible meeting and events space, in-house catering and complimentary wireless and audiovisual, the property is a sought after destination for business and leisure groups gathering in Arizona. The hotel aims to make each of its 295 guestrooms and three suites a home away from home with flat panel televisions, wireless Internet and an in-hotel restaurant. The property also features an outdoor pool, fitness center and business center to ensure guests can relax and stay productive while on the go.

For more information, please visit www.coasthotels.com. To make a reservation at the Coast Phoenix Sky Harbor Hotel, call 1-800-663-1144.

About Coast Hotels & Resorts:
Coast Hotels & Resorts has owned, managed and franchised a unique collection of distinctive West Coast properties throughout the U.S. and Canada for more than 40 years. Known for providing a seamless blend of comfort, first-rate service and exceptional value, Coast properties continually surprise and delight guests with consistently friendly accommodations and a style and personality all their own. Coast Hotels & Resorts are always conveniently located, affording both leisure and business travelers easy access to restaurants, theaters, local sight-seeing attractions and major airports. Current U.S. properties are located in Alaska, Arizona, California, Hawaii, Oregon and Washington. For more information, please visit our website at www.coasthotels.com. If you would like to stay in touch with Coast Hotels & Resorts, please "Like" us on Facebook at Coast Hotels & Resorts USA or "Follow" us on Twitter at @CoastHotelsUSA.