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NAPA

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ARCHER[®] Hotel Napa Appoints Executive Team with Spring 2017 Opening In Sight

**General Manager Michael Collins & Director of Sales and Marketing Kini Sanborn Will Spearhead
Opening Efforts for Boutique Property in Heart of Downtown Napa**

Napa, CA – March 8, 2016 –ARCHER[®] Hotel Napa, a luxury, boutique, new-build hotel that will open in Spring 2017, has named two key appointments to the executive team: General Manager Michael Collins and Director of Sales and Marketing Kini Sanborn. The duo comes with an impressive combination of luxury hospitality experience, an intimate knowledge of the California market and an incredible passion for perfecting the guest experience. They will lead the pre-opening efforts of the 183-room hotel, which is at the First Street site of the former Merrill's building, the anchor of the First Street Napa development.

“Archer is a personality, a way of being, an attention to detail, a welcoming residence,” said Blaze Brigman, LodgeWorks vice president of operations. “The most important decision we make – far superior than any fixture or trim – is who will personify Archer and ignite the passion, creating unforgettable moments big and small. Having Michael and Kini lead our team in Napa will set the bar high for our guest experience and add tremendous value to the culture we have worked to cultivate within the brand.”

Collins, a 25-year hospitality industry veteran, was most recently the general manager at the Kenwood Inn and Spa in Sonoma, CA. His resume, which reads as a list of must-visit hotels, includes posts at the Langham Huntington Hotel, Shutters on the Beach, the Umstead Hotel and Spa, Palazzo Resort and The Ritz-Carlton, Lake Las Vegas. Collins spent over 16 years with Ritz-Carlton, mastering a number of roles ranging from sales to operations at various properties; it was here where he developed his passion for luxury hospitality and grew his desire to continuously exceed guest expectations.

In Sanborn's nearly two decades in the industry she has a proven track record in setting the bar high for guest satisfaction. Most recently as the director of sales and marketing at Bardessono Hotel & Spa, a 62-room ultra-luxury escape in Yountville, CA, she was intimately responsible for maintaining

the number-one position on TripAdvisor for Napa Valley and the number-three spot for top luxury hotels in the USA. Sanborn was on the executive board for the Yountville Chamber of Commerce and served as the marketing chair for the organization. Before coming to California Sanborn was in Seattle, WA, where she spent time with Pan Pacific Hotel, Hotel 1000, Edgewater Hotel and Sorrento Hotel. She began her luxury hospitality career with Hotel Arts, Ritz-Carlton in Spain, overseeing group sales for the USA market.

Archer Napa will feature an expansive rooftop and sweeping views of Napa Valley, the only vista of its kind in downtown Napa. Charlie Palmer Steak, rooted in the pursuit of the best ingredients and a straightforward approach in the kitchen, will be the signature restaurant at the hotel. The Charlie Palmer Group will also oversee the culinary direction of the rooftop bar, poolside and in-room dining, as well as private events and executive retreats.

Archer Napa will be the third addition to Archer's hotel collection. The inaugural property, [ARCHER® Hotel New York](#), opened May 2014 in Midtown Manhattan's Garment District. This property consistently ranks within the top 5% of all New York City Hotels on TripAdvisor, with its anticipatory service, thoughtful touches and luxury finishes propelling the property to the front of the pack in this highly competitive market. Archer Austin is well underway with a late Summer 2016 opening approaching; a Florham Park, NJ property was recently announced, the brand's first suburban location.

For more details visit <http://archerhotel.com/napa>.

This is LodgeWorks' second time being involved in the renaissance of downtown Napa. The hospitality company was behind the July 2009 opening of the 141-room AVIA Hotel at 1400 First Street, which is now the Andaz™ Napa, following the sale of the AVIA brand and related assets to Hyatt Hotels Corporation in August 2011.

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About ARCHER Hotel

[ARCHER® Hotel](#) is a boutique collection with a focus on sincere service, curated luxuries and a dedication to details big and small. With properties in sought-after cities and carefully selected suburbs, the hotels are designed to feel like welcoming residences, each with distinct nod to the destination they call home. Archer New York, which opened in May 2014, consistently ranks in the top 5% of all Manhattan hotels based on guest feedback, with a strong theme of exceeding expectations. Archer Hotel Austin is set to open late summer 2016, while Napa is on track to welcome guests to Wine Country in the spring of 2017. Archer's first suburban build in Florham Park is currently under development. LodgeWorks Partners, L.P., is the owner and developer of the brand.

About LodgeWorks

LodgeWorks Partners, L.P., is a privately held hotel development and management company with a rich history as hospitality brand innovators, industry-leading guest satisfaction, sophisticated development acumen and an experienced team that has successfully collaborated for more than 30 years. The company has recently launched the ARCHER® Hotel boutique collection with a May 2014 New York City/mid-town Manhattan debut, properties in Austin, downtown Napa and Florham Park, NJ underway and plans for others to be announced in the coming months. LodgeWorks continues to own, franchise and/or manage a portfolio of branded hotels

including Hampton Inn®, HYATT House®, Hyatt Place®, Aloft®, and Hilton Garden Inn®. For more information, please visit www.lodgeworks.com.

About First Street Napa

Slated to open in Spring 2017, First Street Napa will transform the Napa Valley experience, creating a walkable, high energy gathering place for residents and tourists alike to shop and dine. Led by Zapolski Real Estate and Trademark Property Company, construction is underway on a \$100 million, 380,000-square-foot redevelopment which will add approximately 40+ shops and restaurants and a 183-room boutique luxury Archer Hotel to surging Downtown Napa. Additional enhancements will include new hardscape and landscaping, seating areas, water features, a locally curated public art program and improved connectivity within the downtown area. For more information, visit www.firststreetnapa.com.