

DIPLOMAT
RESORT & SPA
HOLLYWOOD, FLORIDA

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Diplomat Resort & Spa Taps a Network of Prized Agencies to Represent Property and Upcoming \$100 Million Transformation

Harrison & Shriftman and Bullfrog + Baum Appointed to Launch and Establish a New Standard of Hospitality in Hollywood, FL

HOLLYWOOD, FL – June 7, 2016 – The iconic Diplomat Resort & Spa Hollywood, Curio Collection by Hilton has announced the appointment of a network of dynamic communications agencies to unveil and introduce the next chapter of the resort’s notable legacy. In late 2014, Thayer Lodging Group, a Brookfield affiliated company, acquired the property, announcing conversion plans inclusive of a \$100 million make over and rebranding strategy with award-winning brand strategy and design firm Korn Design. Harrison & Shriftman and Bullfrog + Baum have joined forces along with the property’s leadership team to spearhead the hotel’s evolution, inclusive of new room product, development of more than nine restaurants and bars, complete lobby and public space refurbishment, and new programming designed for guests looking to experience a fresh, new take on vacationing in South Florida. Upon completion, the new property will emerge as a destination for both locals and vacationers, featuring a beachside location with unique culinary options, specialty partnerships, events and more.

“We’re thrilled to announce the creation of a hand-selected team to bring Diplomat Resort & Spa into a new era of hospitality,” said Shai Zelering, Managing Director, Head of Asset Management, Thayer Lodging Group, Brookfield Hotel Properties. “This extensive transformation will establish the resort as a true destination in Hollywood, FL., with special experiences and opportunities crafted for guests and the local community.”

Diplomat Resort & Spa is now represented by Harrison & Shriftman, an award-winning, integrated communications agency specializing in public relations, marketing, influencer programming and experiential strategy and execution with a deep history building luxury lifestyle brands in fashion, spirits, travel/hospitality, real estate and automotive categories. H&S will handle all public relations, hotel partnerships, specialty programming and ongoing events.

Bullfrog + Baum, the award-winning hospitality marketing group, has been engaged to represent all culinary outlets at Diplomat Resort & Spa inclusive of media relations, marketing and strategic partnerships and social-digital planning. Through collaboration with Howard Wein Hospitality, B+B will create strategic platforms that take each brand from their launch through ongoing programming.

Upgrades at Diplomat Resort & Spa are currently underway, with completion expected in late 2016. For more information on the hotel, please contact Harrison & Shriftman and for culinary details, please contact Bullfrog + Baum.

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About Diplomat Resort & Spa Hollywood

South Florida's premier beachfront resort and convention center, Diplomat Resort & Spa Hollywood, Curio Collection by Hilton, is ideally located in Hollywood, Florida between Miami and Fort Lauderdale. Diplomat's landmark status originates as much from its roots as a glamorous Florida host as from its brilliant design, oceanfront setting, and endless ways to connect, recharge and recreate. The resort features 998 guest rooms and suites, along with a luxe lineup of explorations and amenities, including its award-winning steakhouse, Diplomat Prime, and an oceanfront spa. The resort's convention center provides more than 200,000 square feet of flexible meeting and catering space, including a 50,000 square-foot, unobstructed Great Hall, four ballrooms and 39 individual meeting rooms. An award winning property, Diplomat Resort & Spa Hollywood has received top honors from TripAdvisor and was named a top 100 Meeting Hotel by Cvent. For more information, visit www.DiplomatResort.com or call 954-602-6000.

About Curio – A Collection by Hilton

Curio – A Collection by Hilton™ (curio.com) is a global set of remarkable upscale and luxury hotels hand-picked for their unique character and personality; each one a part of the city they call home. Curio guests are passionate, independent-minded travelers seeking local and authentic experiences who value the added peace-of-mind that comes with the Hilton name and

award-winning Hilton HHonors program. Curio joins a portfolio of world-class brands from Hilton Worldwide, a leading global hospitality company. Come discover the latest stories at news.curio.com, connect with us on Facebook, Instagram and Twitter or inquire about development opportunities at hiltonworldwide.com/development.

About Thayer Lodging Group, Brookfield Hotel Properties

Thayer Lodging Group, Brookfield Hotel Properties is the hotel asset management and hospitality investment arm for Brookfield Asset Management. Since forming its first private equity fund in 1991, Thayer Lodging Group has completed 51 hotel investments with a total acquisition cost of approximately \$4billion. Brookfield Hotel Properties seeks to invest in hotels where the Company's expertise can add value through its time-tested strategies, which include extensive renovation, market repositioning, and rebranding as methods of improving net operating incomes.