



For Immediate Release

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**Davidson Hotel Company to Manage
Hilton Garden Inn San Francisco/Oakland Bay Bridge**

***Marks Operator's Ninth University-related Property and
First Bay Area Hotel in Management Portfolio***

EMERYVILLE, Calif., January 24, 2011—Officials of Davidson Hotel Company, one of the nation's largest independent hotel management companies, today announced that the company has signed an agreement to manage the 278-room Hilton Garden Inn San Francisco/Oakland Bay Bridge on behalf of owner, J.P. Morgan. It is the first property Davidson will manage for J.P. Morgan and the operator's first property in northern California.

"This hotel is well located adjacent to Oakland and Berkeley, at the foot of the San Francisco/Oakland Bay Bridge, convenient to San Francisco, the East Bay and the Silicon Valley," said John Belden, president and CEO of Davidson Hotel Company. "With its proximity to nearby University of California-Berkeley, the property also does significant university-related business, a niche where we have substantial experience and a proven record of success."

Belden noted that the company has a long-standing relationship with Hilton and a strong track record operating unique, high-density, select-service properties. "We also have

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successfully operated in all phases of the economic cycle and know how to position a property to excel in a recovering economy.” Steve Margol, chief investment officer of Davidson Hotel Company, added, “The Hilton Garden Inn San Francisco/Oakland Bay Bridge is the company’s first managed hotel owned by J.P. Morgan, and we look forward to building on the relationship in the future. We are confident we can help this property capitalize on its significant competitive advantages.”

Located at 1800 Powell Street in Emeryville, the Hilton Garden Inn San Francisco/Oakland Bay Bridge is surrounded by a number of demand generators, including the 1.2 million square foot Watergate office towers, Pixar Animation Studios, Novartis, Bayer and others. In addition, nearby major attractions include UC Berkeley; several major sports venues, including AT&T Park (SF Giants), Oracle Arena (Golden State Warriors) and the MacAfee Coliseum (Oakland Raiders and Athletics); Golden Gate Park, and Napa and Sonoma Valley wineries. The city of Emeryville bills itself as San Francisco’s newest neighborhood, located in the heart of the Bay area’s regional arts center, and is the epicenter of the East Bay for hospitality, retail and commercial business.

Hotel amenities include a 24-hour Pavilion Pantry® convenience mart, outdoor whirlpool spa, expanded fitness center, full-service dining at the Great American Grill® and Pavilion Lounge, business center and 9,600 square feet of flexible meeting space, including the 4,000 sf Top of the Bay Ballroom on the top floor and capable of accommodating up to 400 people. The guest rooms offer Garden Sleep System™ adjustable mattresses, complimentary high-speed wireless Internet access and 26-inch flat screen televisions. Also featured are oversized work

desks with Herman Miller Mirra™ Ergonomic Chair, Neutrogena care products, mp3-compatible alarm clocks and breath-taking vistas of the San Francisco skyline, Bay area and Berkeley Hills.

About Davidson Hotel Company

Headquartered in Memphis, Tenn., Davidson Hotel Company is an award-winning, full-service hotel management company that provides management, development/renovation, acquisition, consulting and accounting expertise for the hospitality industry. The company's portfolio encompasses 47 upscale, full-service independent and branded hotels with more than 13,300 rooms across the United States, including such affiliations as Hilton, Embassy Suites, Doubletree, Hilton Garden Inn, Marriott, Courtyard, Renaissance, Westin, Sheraton, Hyatt, Radisson, Crowne Plaza, and Holiday Inn. Additional information on Davidson may be found at www.davidsonhotels.com.