



*For Immediate Release*

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**Davidson Hotel Company Signs Management Contract  
for The Wynfrey Hotel in Birmingham, Ala.**

MEMPHIS, Tenn., January 6, 2009—Davidson Hotel Company, one of the nation's largest independent hotel management companies, today announced that it has signed an agreement to operate the 329-room Wynfrey Hotel in Birmingham, Ala. The hotel is owned by Jim Wilson & Associates, a Montgomery-based real estate ownership group.

“The Wynfrey Hotel has long been considered one of the Southeast's finest hotels and has successfully catered to Birmingham's corporate and social needs for more than two decades,” said John A. Belden, Davidson's president and chief executive officer. “We are honored to have the opportunity to manage this classic hotel and build on the great foundation laid by Jim Wilson and his team. We look forward to implementing our proprietary management and sales systems to further enhance the guest experience and overall financial performance for ownership.”

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“This is our first new management contract in 2009, and we look forward to building on our momentum of 2008 when we added 10 new management contracts to our portfolio,” said Steven A. Margol, Davidson’s executive vice president. “We have always focused on growing our management portfolio selectively, working for well-respected owners with institutional quality assets, where we can bring our management expertise to the property and create additional value for ownership. In this instance, working with Jim Wilson and Associates on the renowned Wynfrey Hotel fits perfectly within our criteria.”

Located at 1000 Riverchase Galleria, the elegant Four Diamond hotel is connected to the Riverchase Galleria, the state’s largest enclosed shopping mall, which features more than 250 well-regarded, upscale stores and boutiques. Additionally, the hotel is situated within walking distance of numerous restaurants, theaters, offices and additional shopping. The hotel is in close proximity to the Birmingham International Airport, downtown Birmingham, Hoover Metroplex, Birmingham Jefferson Convention Complex, Talladega Motorsports Park and many other local attractions.

Guest rooms feature the ‘Wynderful’ bed, with pillow top mattresses, down comforters, down pillows, luxurious linens, as well as high-speed Internet access, iron and ironing boards, coffee makers, hairdryers, voicemail, in-room games and movies and an automated mini-bar. Bathrooms feature imported Italian marble, damask wall coverings and bronze mirrored sconces, providing enhanced lighting.

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“I felt it was time to hire a professional management company that could better serve the needs of our guests, more competitively run the operation and create lasting value in the property,” said Jim Wilson, chairman and chief executive officer of Jim Wilson & Associates. “Davidson Hotel Company was the perfect choice.”

The hotel is located in the city’s most highly regarded social and business gathering spot and can accommodate groups from 10 to 1,200. Twenty-two individually designed and decorated meeting rooms provide a total of 32,000 square feet of meeting and exhibition space in a wide variety of configurations. The luxurious Wynfrey Ballroom can serve up to 800 guests for banquets, 1,200 people in theater seating or an equal number for receptions.

Additional hotel amenities include a state-of-the-art health club; an outdoor, rooftop pool; and the Chancellor’s Club, two private-access floors of luxurious, personalized service. Guests also have access to Spa Japonika, an Aveda spa located adjacent to The Wynfrey in Riverchase Galleria. The hotel’s Shula’s, America’s Steak House, offers upscale dining while the Chicory Grille offers more casual three-meal fare. Guests also may relax at Ivory’s, a comfortable urbane lounge.

#### **About Davidson Hotel Company**

Headquartered in Memphis, Tenn., Davidson Hotel Company is an award-winning, full-service hotel owner and third-party management company that provides management, development/renovation, acquisition, consulting and accounting expertise for the hospitality industry. The company currently owns and/or manages 35 upscale, independent and branded hotels with approximately 10,000 rooms across the United States, including such affiliations as Westin, Sheraton, Hyatt, Hilton, Hilton Garden Inn, Embassy Suites, Doubletree, Marriott, Renaissance, Crowne Plaza and Holiday Inn. Additional information on Davidson may be found at the company’s Web site, [www.davidsonhotels.com](http://www.davidsonhotels.com).