



THE WHITEHALL

BY **S^oTHERLY**
HOTELS

For immediate release

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Houston Downtown Hotel Gets a \$5 Million Facelift, Relaunches under Historic Name - The Whitehall

*Crowne Plaza Houston Downtown Becomes the Second Property in Sotherly Hotels' Collection
of Independent Hotels*

Houston, TX – March 30, 2016 –Sotherly Hotels Inc. recently announced the rebranding of the Crowne Plaza Houston Downtown hotel to The Whitehall, returning the iconic hotel to its historic name. On April 14, 2016, following extensive \$5 million renovations, The Whitehall will become the second property in the Williamsburg, Virginia-based Sotherly Hotels' portfolio of independent hotels, which the company launched in September 2015 with The Georgian Terrace in Atlanta.

"We are excited to wrap up the final renovations in the coming weeks and to rebrand the Crowne Plaza as The Whitehall, bringing it back to its former glory days," stated Andrew Sims, CEO and chairman of the board of Sotherly Hotels. "The Whitehall, with its distinctive architecture and storied history, is a perfect fit for the Sotherly collection."

Located at 1700 Smith Street in Houston's central business district, The Whitehall was built in 1963. Designed by Welton Becket and Associates, the hotel was the embodiment of the firm's "Total Design" concept, in which the firm assumed responsibility for all aspects of the hotel's identity, including engineering, interiors, furniture, fixtures, landscaping, signage and even the silverware, menus, matchbooks and napkins in the hotel's restaurant. Many of the original hallmarks of Becket's mid-century design remain today, including the iconic spiral "floating" staircase connecting the first and second floor public spaces and the white Italian marble flooring.

In 1989, the hotel closed. Ten years later the predecessor company to Sotherly Hotels purchased the property and implemented an extensive \$25 million renovation that brought the property up to contemporary standards, including new façade, windows and roof on the exterior as well as new interior design, finishings and furniture. Upon completion of the renovation, the hotel opened in 2001 as the Crowne Plaza Cullen Center (later renamed the Crowne Plaza Houston Downtown). Sotherly became majority owner of the hotel in 2013 and began an additional \$5 million renovation of the guestrooms, public spaces and food and beverage outlets. Included in the new round of renovations are a casual coffee bistro, Buffalo Bayou Coffee, the newly redesigned and named Edgar's Hermano, a restaurant featuring

Southern-Mexican fusion cuisine, and Part & Parcel, The Whitehall's lively new outdoor bar and hot downtown meeting destination.

The majority of the renovation focused on upgrading the hotel's finishes and amenities to reflect Sotherly's mission of extending true Southern hospitality to all of its guests. The Whitehall of today marries modern amenities with postmodern and classic 1960s revival architecture style in its beautifully renovated accommodations and public spaces.

The hotel's 259 meticulously renovated guestrooms are designed to provide a luxurious, peaceful and productive stay to business and leisure travelers alike. All-new luxury amenities include hardwood flooring in all rooms, complimentary Wi-Fi throughout all public and meeting spaces, and eco-friendly spa toiletries. Modern plush seating, a full-length dressing mirror, updated window treatments and wall coverings and all-new bedding give the guestrooms a residential feel. Adding to the Southern charm are Sotherly's signature "Sothern Delights" lemon sugar cookies and "Sothern Springs" bottled water, complimentary to all guests. Visitors can enjoy the outdoor rooftop pool and sundeck, the 24-hour fitness center and fine local cuisine and coffee at the hotel's restaurants and bars.

Among the hotel's most significant upgrades is the addition of a permanent in-house art gallery on the second floor. A standard in all of Sotherly's independent hotels, the gallery will feature works by students and alumni of the Savannah College of Art and Design (SCAD). The gallery is made possible through a partnership between Sotherly Hotels and SCAD.

As a member of the Sotherly collection of independent hotels, The Whitehall is affiliated with Preferred Hotels and Resorts, which represents a diverse portfolio of exquisite and elegant independent hotels. All Preferred Hotels and Resorts properties must apply for membership and adhere to stringent quality standards. Additionally, The Whitehall is a member of Historic Hotels of America, a collection of 275 historic properties defined by a commitment to maintaining authenticity, sense of place and architectural integrity. All members of Historic Hotels of America must be at least 50 years old, must have historic significance and have been designated as a National Historic Landmark or be eligible for listing in the National Register of Historic Places.

For more information about The Whitehall visit our website at www.thewhitehallhouston.com.

About Sotherly Hotels

Headquartered in Williamsburg, Virginia, Sotherly Hotels Inc. is the owner of a portfolio of high-quality, full-service hotels primarily in the high-growth markets of the Southeastern United States. The company is a self-managed and self-administered real estate investment trust traded on the NASDAQ under the symbol SOHO. The Sotherly Hotels' portfolio consists of investments in 12 hotel properties that comprise 3,011 rooms. Sotherly's two signature properties, The Georgian Terrace in Atlanta and now The Whitehall in Houston, are independent boutique hotels affiliated with Preferred Hotels and Resorts, while its 10 remaining properties operate under the Hilton Worldwide, Starwood Hotels and Resorts, and InterContinental Hotels Group brands.

Sotherly Hotels is the next generation in a long history of companies built on a foundation of service, integrity and hospitality, characteristics instilled by Sotherly's founder, Edgar Sims, 58 years ago. A family company at its core, Sotherly is dedicated to understanding and serving its guests better than anyone else – treating them as if they were family, too – because guests are the heart of every hotel.