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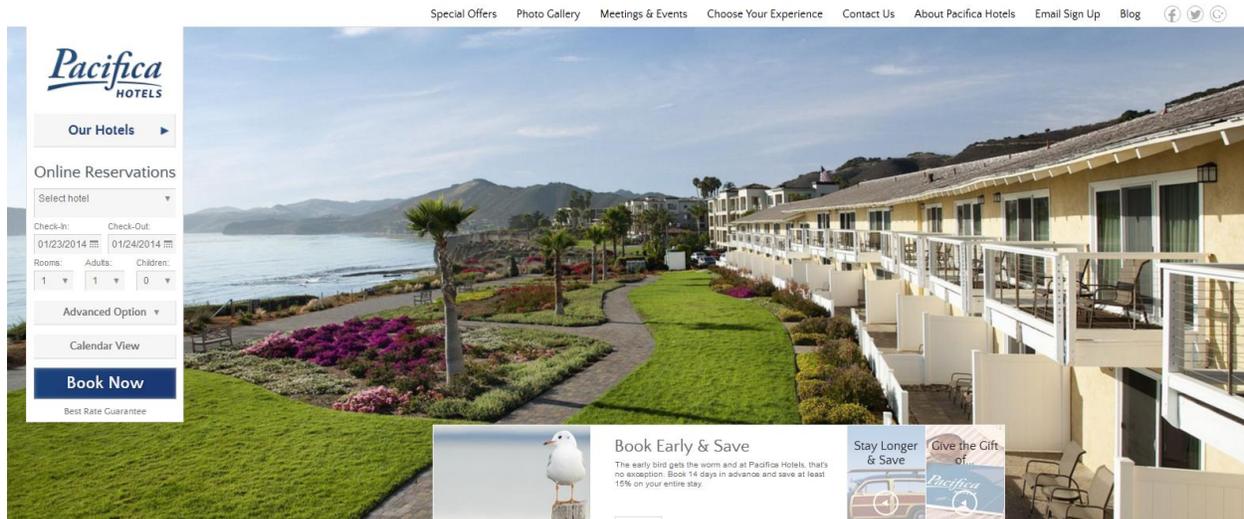
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FOR IMMEDIATE RELEASE

PACIFICA HOTELS CONSOLIDATES ALL 24 PROPERTIES UNDER ONE NEW WEBSITE

New Powerful Portal Showcases Wide Array of Properties, Destinations, Specials & News

Irvine, CA (February 18, 2014) – [Pacifica Hotels](#), the largest owner and operator of boutique hotels on the Pacific Coast, announced today it has re-launched its [website](#). The new site now serves as the central source of information for Pacifica’s 24 properties and six restaurants including special offers, meetings and events, and reservations. The formerly separate blog has also been incorporated into the site highlighting coastal events.



This transition exemplifies Pacifica’s commitment to retaining the unique character of its individual hotels while providing consistent guest experiences. With the new portal, both past and future guests can easily plan coastal travel from San Diego to Half Moon Bay, California, and expect the same level of quality and service. Over the past two years, Pacifica has worked to strategically reposition its brand through acquisitions, renovations and brand departures. The logo and name also changed from Pacifica Hotel Company to Pacifica Hotels in this process.

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“This new website reflects more than a year’s effort to consolidate, unify and elevate Pacifica’s brand identity,” said Pacifica Hotels’ President Matt Marquis. “2013 was one of our best years on record, and we anticipate – with the new website and other investments we’ve made to strengthen the brand – that 2014 will be even better.”

Pacifica Hotels continues to rank in the upper tier for guest satisfaction and value in all categories for branded and independent properties. The collection received 20 TripAdvisor “Certificate of Excellence” awards in 2013, and a cumulative MarketMetrix score above 88.6, ranking the hotels above the highest of market standards.

Fans of Pacifica, along with those unfamiliar with the brand, can start planning a beach vacation through the website right away and take advantage of the New Site Offer: 25% off stays at 17 participating hotels. Reservations can be made by entering promo code: CELEBRATE. Valid for stays February 18 - March 31, 2014. Must book by February 25, 2014. Offer is subject to availability. Some blackout dates may apply. (www.pacificahotels.com/specials/celebrate)

For more information, and to experience the website, visit: <http://www.pacificahotels.com/>.

About Pacifica Hotels

Pacifica Hotels was formed in January of 1993 to consolidate the hospitality operations of Invest West Financial Corporation, which has been involved in the acquisition, development, refurbishing and operating of quality hotel properties and other commercial real estate properties for almost 30 years. Today, Pacifica Hotels is the largest owner and operator of boutique hotels on the Pacific coast. Pacifica’s 24 independent and flag properties in key California cities from San Diego to San Francisco, as well as Hawaii and Florida, feature outstanding locations, AAA 3-diamond ratings, upgraded amenities and high standards of guest service. For complete hotel descriptions and reservations, visit www.pacificahotels.com.

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