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FOR IMMEDIATE RELEASE

**BEST WESTERN PLUS BLUE SEA LODGE TRANSITIONS TO BLUE SEA BEACH HOTEL;
MAJOR RENOVATION UNDER WAY**

***Pacifica Hotels De-Flags the San Diego Property as it Sharpens
Strategic Branding Initiatives***

Irvine, CA (December 4, 2013) – Pacifica Hotels announced today the de-flagging of [Best Western Plus Blue Sea Lodge](#) to become the independently branded [Blue Sea Beach Hotel](#). The de-flagging and name change coincide with a significant, \$5 million renovation, in which the guestrooms, lobby, and common areas will be completely renovated. The hotel will remain open during the renovation, and all work is scheduled to be completed by April 2014.

The new Blue Sea Beach Hotel will boast an atmosphere centered on surfer chic, with bold graphics, vibrant colors, and surf elements, including vintage style wooden surf boards and surf photography – appealing to both the surfer set and family beach goers alike.



This transition reinforces [Pacifica Hotels'](#) strategic brand initiative to better position its growing asset base and to maintain a strong commitment to superlative hospitality for their guests. Over the past several quarters Pacifica Hotels has renovated, acquired, and sold properties as part of this plan.

"This renovation and de-flagging is a strategic decision to continue our focus on upscale, independent properties in prime locations," said Pacifica Hotels President Matt Marquis. "We want to provide our guests with a more customized and unique experience. By repositioning the Blue Sea Beach Hotel, we are continuing to execute our portfolio-wide, long-term strategy to maintain our competitive edge along the California coast." **More...**

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Located right on the sand in San Diego's famous Pacific Beach, Blue Sea Beach Hotel's picturesque property boasts stunning, seaside accommodations. A tranquil and accessible getaway, Blue Sea Beach Hotel is equipped with top-of-the-line amenities and is within close proximity to attractions like downtown San Diego, Sea World and La Jolla.

As the largest owner and operator of boutique hotels on the Pacific Coast, these property changes and enhancements are consistent with Pacifica's overall mission to provide exceptional hospitality experiences and unique lodging products to its guests. Pacifica has had great success with its 20+ properties and has plans for strategic growth by expanding and enhancing its individual properties over the next few quarters.

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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