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FOR IMMEDIATE RELEASE

**PACIFICA HOTEL COMPANY SELLS LA JOLLA EMPRESS HOTEL;
SEEKS NEW COASTAL DEVELOPMENT OPPORTUNITIES**

IRVINE, CA (April 24, 2013) – [Invest West Financial/Pacifica Hotel Company](#) today announced the sale of its previously held property, [Empress Hotel](#) in La Jolla, California. This strategic sale opens up opportunities for the growth-focused company to seek new coastal development deals.

“Pacifica Hotel Company is poised to significantly increase its presence and prominence in the California hotel market,” said Matt Marquis, President of Pacifica Hotel Company. “We are carefully evaluating the broad landscape and each individual asset to ensure we maintain the strongest investment portfolio while also continually elevating the properties themselves and our guests’ experiences.”

Invest West Financial and Pacifica Hotel Company, the largest owner and operator of independent boutique hotel properties along California’s Pacific Coast, is focused on new acquisitions, flag transitions and renovations. Pacifica currently operates 25 coastal properties from San Diego to San Francisco.

About Pacifica Hotel Company

Pacifica Hotel Company 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 is the largest owner and operator of boutique hotels on the Pacific coast. Pacifica’s 25 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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