



**Candela Hotels, Inc.
Fact Sheet**

Overview:

Candela Hotels is the first truly traveler-centric luxury hotel company. Its clean slate approach analyzes every aspect of hotel design and operations to create a transformational guest experience that eliminates traveler frustrations and pain points using innovation, personalization and sustainable design. Results of this traveler-centric principle include no tipping, personalized rooms, and a 26-hour stay.

Committed to sustainability and creating healthier environments in which to work, live and play, all Candela Hotels will be built to LEED[®] Silver standards or higher. Candela Hotels was founded in 2005 by Tom Pigott, President and CEO. The company spent the first three years working with leading researchers and consultants in the travel, hospitality, and technology industries to identify how to best serve the influential and mindful traveler. Candela Hotel & Residences are seeking locations in gateway cities throughout North America, China, India, the Middle East and select destination resorts.

In addition to the branding and management of Candela Hotels, the company's Hotel Management Services Group offers short-term management agreements and a full range of services to independent hotel owners, lending debtors in possession and lending institutions.

Philosophy - Clean-Slate traveler-centric:

Candela Hotels' clean-slate traveler-centric approach means placing the traveler first. Candela is first and foremost about the traveler. The result is a new chain of luxury hotels with the business and leisure traveler placed squarely at the center.

This traveler-centric company is truly transformational in the hotel industry. Many luxury properties worldwide offer superior rooms and products; Candela Hotels will distinguish itself by starting from the ground up to consider how every feature, service, technological advance and employee will best serve the needs of the world's most experienced and demanding travelers.

Unlike existing hotel brands, Candela inherits nothing as a given. It accepts nothing as an assumption. We are able to select and meld only the best and latest in thinking, practices, trends and technology. Candela will be totally 'new', in the sense that it is beyond that which currently exists, thus surprising and delighting the traveler in an empowering way, yet it will seem familiar and welcome in the sense that the traveler will say: "Yes, but of course. This is what I have always wanted and hoped for!"

Traveler Benefits - Accommodations, Amenities and Service:

As a traveler-centric company, Candela is relentlessly focused on benefits. Every action at Candela first asks and answers the question: “What is the benefit to the traveler?” Some of these benefits will include:

- 26-hour day - Candela Hotels understands that no two travelers' schedules are the same. When guests arrive a 6 p.m., they are free to use their room until 8 p.m. the following day.
- No check-in – Using the latest in technology, Candela Hotels has eliminated the tedious hotel check-in/out ritual.
- No tipping - At Candela Hotels, no gratuities will be accepted for services delivered by our staff.
- Personalized Environment - Candela Hotels believes that the ability to control one’s indoor environment is essential to guest comfort; as such, guest rooms will have an abundance of natural daylight, operable windows, fresh filtered air, full-spectrum lighting and hypo-allergenic bedding.
- A Destination Spa - Each Candela Hotel features a destination-style spa providing a full range of treatments available anytime of day, and a fitness center designed to ensure ease of each guest’s wellness routine while on the road.
- Signature Restaurant - Each Candela Hotel will feature a destination restaurant offering organic, locally inspired food choices with fully accommodating chefs.
- Customized IT - IT support systems designed to best serve the needs of the traveler; from computer equipment pre-set in your room to the advanced use of Customer Relationship Management Software (CRM) that ensures preferences are properly noted and acted upon.
- Tailored Rooms and Suites - From the right pillow to the right snacks, Candela Hotels personally tailors each guestroom. Rooms are also larger, being an average of 500 square feet. Each standard room features flexible space that can be customized to meet the individual need of the traveler (e.g. meeting room for executives or a playroom for the kids.)
- Next-Visit Storage – Storage of personal belongings for frequent guests.
- Designated Service Team - Candela Hotels provides a single point of contact through a designated service team. Each service team member is extensively cross-trained to provide service beyond their traditional duties, ensuring that traveler requirements are intuitively met.
- Airport Greeting - Monitoring of arrival and departure times to ensure seamless airport greetings and departures.

- Accommodating Families - Candela Hotels is designed to accommodate the increasing number of executives traveling with their families; from personalized room configurations with play areas, or an exercise space, to healthy dining options that accommodates the smallest of appetites.

Environmental Commitment:

Candela Hotels believes that it is imperative that businesses be focused on sustainable building practices and operations that are intrinsically sensitive to people and their environment. Our pursuit of LEED® Silver certification, or better, is just one important way in which we are infusing ecological thinking and action into everything we do. We are proud to be the first member of the U.S. Green Building Council (USGBC). The President and CEO, and the Chief Operating Officer are LEED® Accredited Professionals, and are the first hoteliers to attain this ranking which is most often pursued by architects and engineers.

Locations:

Candela Hotels' head office is located in Seattle, Washington. The company's growth strategy is to establish hotels in global gateway cities and resort destinations frequented by influential and mindful travelers, including:

North America: Chicago, Los Angeles San Francisco, Seattle, New York, Washington
India: Mumbai, Delhi and Bangalore
China: Shanghai, Beijing, Shenzhen
Middle East: Dubai, Abhu Dhabi, Oman
Destination Resorts: Costa Rica

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Executive Team:

Tom Pigott Founder, President and CEO
Alphy Johnson Chief Operating Officer
Andrew Stein Independent Development Advisor

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