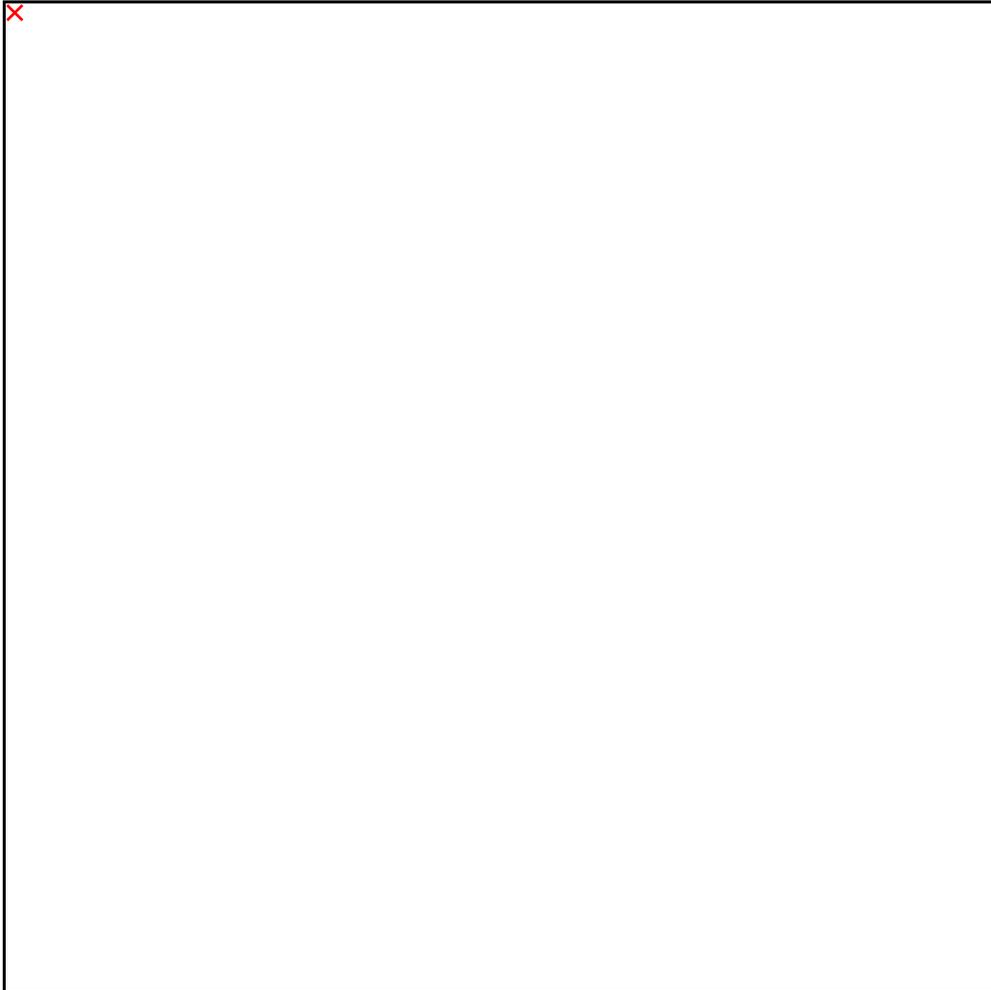


Benchmark Pyramid rebrands as Pyramid Global Hospitality

06/01/2022



BOSTON, MA and THE WOODLANDS, TX / HOTEL MANAGEMENT / June 01, 2022

Benchmark Pyramid has rebranded to Pyramid Global Hospitality. The parent entity will include multiple divisions responsible for specific industry segments. All branded properties in the Americas will fall under the purview of Pyramid Global Hospitality. Benchmark, Pyramid Luxury Lifestyle will focus exclusively on the company's portfolio of independent properties. Hamilton, Pyramid Europe will continue to be responsible for the company's growing portfolio of European hotels.

Pyramid Hotel Group, Hamilton Hotel Partners merge

Benchmark Pyramid, in turn, was created in September by the merger of development and management firm Benchmark Global Hospitality and management company Pyramid Hotel Group. At the time, the combined companies had a worldwide portfolio of 210 properties and annual operating revenue under management of more than \$3 billion.

"Prior to the merger, each entity had its own identity that resonated with different audiences," said Warren Fields, CEO and principal of Pyramid Global Hospitality. "Benchmark has strong equity with consumers, and Hamilton has a great reputation as an operator in Europe, while Pyramid has a demonstrated track record with branded hotels. To maintain each entity's strong brand equity, we formed divisions that speak best to their respective verticals. By having these three distinct branded and independent verticals in the United States and Europe, we can best serve the different needs of our owners and their assets by providing a hands-on approach each company always maintained. From an associate standpoint, our ability to leverage scale is a net positive, allowing us to share best-in-class practices, provide limitless opportunities and be the industry's employer of choice."

The company also debuted its new logo, a series of three, interconnected pyramids in shades of purple. A new combined company website is live.

“We are excited about our new identity and believe it amplifies the shared strength of our brand values and perception of our combined company,” said Alex Cabañas, Pyramid Global's president. “Continuing to build upon our respective foundations, Pyramid Global Hospitality will invest in people, properties and proprietary solutions to deliver power on the ground and strategic intelligence for exceptional performance and profitability in the hospitality industry. We strive to maintain a best-in-industry standing as the employer of choice in the full-service, select-service and independent categories. Our deep network of capital partners and portfolio assets gives us the agility to tackle opportunities.”