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# PRESS RELEASE

## White Lodging Names Bruce Hoffmann as Senior Vice President and Chief Financial Officer

*Hoffmann joins the company with more than 25 years of hospitality experience*

**Merrillville, Ind. (June XX, 2014):** White Lodging Services is pleased to announce Bruce Hoffmann has joined White Lodging as [senior vice president](#) and [chief financial officer](#) effective June 9, 2014.

"I am extremely proud to become part of White's best-in-class management team," Hoffmann said. "White Lodging is undoubtedly the premier developer, owner and manager of branded full service and select service properties in the industry, and it's exciting to join White's incredible team to be a part of its aggressive growth plans."

In his role, Hoffmann will provide strategic leadership and vision to the finance discipline while executing the company's growth strategies and identifying opportunities to enhance White Lodging's organization, systems and processes.

"I have no doubt Bruce's rich, diverse experience in finance and administration will be an asset to White Lodging," said Larry Burnell, [vice chairman and president of shared services](#). "With our growth projections, nothing is more important than having someone who is thinking strategically about building the most efficient and effective financial organization in the hospitality industry. This coupled with our industry leading operational and revenue generation prowess bode well for us, executing on our business strategy."

Hoffmann has spent more than 25 years in the hospitality industry in various finance, development and administrative roles. He joins White Lodging after being with the Marcus Corporation for more than 15 years where he was most recently its senior director of finance and assistant treasurer. With Marcus Hotels & Resorts, a wholly owned subsidiary of the Marcus Corporation, Hoffmann also held the positions of senior vice president of finance, strategy and planning; vice president of development; vice president of finance and administration;

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senior director of finance and administration; and division controller. Hoffmann also spent more than six years at Interstate Hotels where he worked in various corporate and hotel level roles which included exposure to both full and select service hotels in the areas of finance, IT, purchasing and construction management. Hoffmann started his professional career with Hyatt Hotels where he held several property level finance related positions.

Hoffmann graduated cum laude with a degree in Business Administration with a major in Accounting from the University of Wisconsin Eau Claire and is a Certified Hotel Accounting Executive (CHAE). Hoffmann achieved the CHAE of the Year award in 2004 for achieving the highest score in the nation on Hospitality Financial & Technology Professionals' (HFTP's) CHAE certification exam. He is a former member of the board of directors of HFTP's Milwaukee Chapter and was active in Greater Milwaukee's United Way fund raising campaign.

**White Lodging Services Corporation** was established in 1985 and is headquartered in Merrillville, Ind. White Lodging is a fully integrated hotel ownership, development and operations company focused on developing and operating premium-branded hotels in growing urban markets across the United States. The company is a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid- to large-scale hotels. Its current portfolio consists of more than 160 hotels in 21 states and encompasses representation of the following leading brands: Marriott International, Inc., Hilton Worldwide, Hyatt Global, Starwood Hotels and Resorts, Preferred Hotel Group and InterContinental Hotel Group.

For more information about White Lodging, please visit [www.whitelodging.com](http://www.whitelodging.com).