



DANIEL

The Kessler Collection Announces Plans for New Hotel in Birmingham

Premier Hotel Group to Join Lane Parke Master Plan

BIRMINGHAM / ORLANDO (November 1, 2012) – The Kessler Collection – a portfolio of ten artistically inspired boutique hotels and restaurants – is excited to announce plans for a Kessler Collection hotel in Birmingham, Ala. The Kessler Collection and Daniel-Evson will partner in developing the 100-room, Grand Bohemian Hotel, as part of the larger planned development, Lane Parke. Upon opening, The Kessler Collection would manage the day-to-day operations of the property. While plans are in advanced stages, finalized contracts and financing details are still pending.

“Along with our development strategy to expand further into the Southeast, The Kessler Collection is excited to pursue collaboration with Daniel Corporation in Birmingham,” said Richard C. Kessler, chairman and CEO of The Kessler Collection. “We look forward to bringing an artistically inspired, luxury boutique hotel to this popular destination.”

The Grand Bohemian Hotel would be located in Mountain Brook, Ala., providing an unmatched hotel experience in the Birmingham market. Continuing The Kessler Collection’s Four-Diamond, award-winning commitment to inspiring places with intuitive service, the boutique hotel will boast an on-site Grand Bohemian Art Gallery, Kessler signature Poseidon Spa, meeting and event space, and vibrant rooftop bar and restaurant.

The Lane Parke project is a 28-acre master planned development initiated by Evson, Inc., the Evans’ family-owned, Birmingham-based development company who has owned and managed the 58 year-old Mountain Brook Shopping Center and adjacent Park Lane apartment complex in Mountain Brook, Ala. for many years. John Evans and his father, Rele Evans, are principals of Evson, Inc.

“The Evans family is very excited to have Lane Parke as the home of the new Grand Bohemian Hotel,” noted Rele Evans, the visionary behind the redevelopment of the project. “Kessler’s commitment is an important step to fulfilling our vision of delivering a legacy project to this city.” The mixed-use project, at completion, will total approximately 185,000 sq. ft. of commercial lifestyle retail and office space, 276 upscale apartments and a 100-room Grand Bohemian Hotel. Construction of the overall project will commence before year-end with first residential elements being delivered in January 2014. The initial commercial and hospitality components will be delivered in 2014 as well.

“We are incredibly excited to welcome The Kessler Collection and Grand Bohemian Hotel to the Lane Parke project,” said Patrick Henry, chief development officer for Daniel Corporation. “The Kessler Collection’s commitment to quality and service will provide a seamless match to the overall project and serve as a tremendous asset to the Birmingham community.”

From the east coast to the American west, The Kessler Collection creates inspiring

experiences for guests, offering perfect vacation spots for adventure, romance and discovery. The Kessler Collection includes El Monte Sagrado Living Resort and Spa, The Castle Hotel, Beaver Creek Lodge, Grand Bohemian Hotel Asheville, Bohemian Hotel Savannah Riverfront, Casa Monica Hotel St. Augustine, Grand Bohemian Hotel Orlando, Bohemian Hotel Celebration, Kessler Canyon of Colorado and Mansion on Forsyth Park in Savannah, Ga.

For more information or to book a stay at Kessler Collection properties, please visit www.kesslercollection.com or call the Kessler corporate office at 888.472.6312.

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ABOUT THE KESSLER COLLECTION

Capturing the classical and unconventional spirit of Bohemian cultures, The Kessler Collection's portfolio of passionately created and artistically inspired boutique hotels boast chic design, luxe accommodations, enriching ambiance and intimate service. Whether visiting properties in Florida, Georgia, North Carolina, Colorado or New Mexico, each hotel's exquisite art, music and cultural influences are deliberately approachable. Designed to inspire mystique and experiences beyond reason, Kessler guests are bathed in re-defined Bohemian luxury, from an 1888 historic hotel, a cutting edge downtown landmark and a magical castle, to an earthy Native American retreat, high design southern mansion and elite ski lodge. The Kessler Collection proudly holds eight hotels as the founding member of the Marriott Autograph Collection, a well-edited ensemble of boldly original independent hotels, each carefully selected for its distinctiveness, style and synchronicity with individual travel interests.

ABOUT DANIEL CORPORATION

Founded in 1964, Daniel is an innovative full-service real estate company engaged in development, investment and management of office, multifamily, master-planned residential, resort, golf, urban mixed-use, retail, hospitality, medical and senior living properties. Headquartered in Birmingham, Alabama, with a regional office in Atlanta, Georgia, the firm currently focuses on markets across the Southeast and Mid-Atlantic. More information is available at www.danielcorp.com.