

AMC Delancey Continues to Execute Hotel Acquisition Strategy

Wind River Holdings is pleased to announce the acquisition of the Holiday Inn Select hotel in Naperville, IL. The Holiday Inn is the fourth hotel acquisition in the last two years. The acquisition is part of a hotel development strategy that is being undertaken by AMC Delancey Group, Inc., a Wind River portfolio company. Their website is www.amcdelancey.com.

The hotel acquisition strategy consists of three distinct phases for each new property purchased:

- Identification of strong business travel markets for development;
- Purchase of hotel properties that can be renovated to pre-

mium standards and re-flagged under a national chain; and

- The development of a comprehensive business and market introduction strategy using the proprietary Wind River Strategic Architecture process.
- Most recently, AMC Delancey joint ventured with The Harp Group, a Chicago-based real estate investment and development company specializing in hospitality and retail projects who is in partnership with Mid-America Development Partners, in acquiring the Holiday Inn Select in Naperville, IL. This 426-room hotel will be substantially renovated and re-flagged.



Sheraton Orlando North Hotel— “A Truly Grande Experience”

AMC Delancey and the Paramount Hotel Group acquired the Orlando North Hotel in the summer of 2005. The hotel is undergoing a multi-million dollar renovation and plans to reopen as a Sheraton in July 2006. The hotel management team com-

pleted a strategy formulation process with Wind River Holdings during the summer of 2005 and has begun pre-opening implementation programs.

The Orlando North hotel will be positioned as more than

just a hotel—it will be a Grande Experience for the professional/business traveler. The Grande Experience will be delivered by a suite of products and services designed with the business traveler in mind.

Radisson Hotel Largo—“Service by Design”

The Radisson Hotel Largo in suburban Washington, DC, was the second hotel acquired as part of the strategy. Following the purchase of the hotel by AMC Delancey and Paramount Hotel Group, the management team conducted a strategy formulation process facilitated by Wind River.

During the strategy sessions, management identified a gap in the available

hotel options in the eastern suburbs of Washington, DC. The large numbers of government, professional and private industry travelers didn't have a hotel dedicated to the business traveler in the area. The Radisson Hotel Largo was designed to fill that gap.

Following the strategy, the facility went through an extensive renovation including a new lobby, dining room, bar

area and new guest room décor. The 185-room hotel was officially flagged as a Radisson in September 2005.



Radisson Jacksonville Hotel Butler Boulevard- “The Best Hotel for Business in Jacksonville”

The new Jacksonville Radisson opened in December 2004 following extensive renovation and a re-flagging under the Radisson brand. Prior to the acquisition, the 164-room hotel had been in a long period of decline under a number of brands. The deterioration became so severe that the hotel lost its last affiliation and was operating independently. The new management team developed a strategy that has com-

pletely transformed the facility into the premier hotel for business travelers in the area.

The Jacksonville Radisson has re-positioned itself as the *best hotel for business* in Jacksonville following a strategy formulation session with the hotel management team, AMC Delancey, Paramount Hotel Group, and Wind River.



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Future Plans

“With each of the four hotels, we have used the Strategic Architecture process to build strategies with the hotel management teams”, remarked Parker Smith, Senior Vice President of Strategy for Wind River. “The challenge with the hotels has been to adjust the strategy to the local market environment and the unique patterns of visitation

that exist there. With careful market analysis and strong, creative management teams, we’ve pulled it off. I think our partners are ready for more.”

Wind River continues to develop and refine its hotel strategy with AMC Delancey.

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