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FOR IMMEDIATE RELEASE

Prime Hospitality Group Opens New Portofino Coal Fired Pizza Restaurant in Homestead Florida

Homestead hosts first in planned chain of Coal Fired Pizza Restaurants

[Hollywood, FL, December 9, 2009] -- Prime Group announced the Grand Opening of it's flagship restaurant, Portofino Coal Fired Pizza in Homestead. Located at 650 NE 22nd Terrace, Homestead, Florida 33033 on the Florida Turnpike Exit #2 and Campbell Drive, the restaurant is the first in a planned chain of Coal Fired Pizza Restaurants addition to Homestead's continued growth and expansion as a business and leisure destination.

Built and owned by veteran Homestead developers, Prime Group and Prime Commercial Developers and managed by Shaner Hotels, the new five-story hotel features 126 rooms and suites, conference and banquet facilities, a private board room, fitness center, business center, suite shop, guests laundry and an expanded outdoor lanai and large pool. It also showcases many of Hilton and Hampton's innovative, expanded social spaces, wireless internet throughout and an internet cafe with laptop docking. The contemporary colors, new look and functionality is part of an industry-leading, ground-breaking project called "Make It Hampton" – that features:

- **Expanded Lobby, Breakfast and Social Areas** — the new features start at the entrance where guests are treated to a red carpet welcome into a large, expanded lobby with 25 foot ceilings, oversized windows and custom finishes. Large black and white photographs are displayed throughout the vestibule and lobby and are accompanied by a compilation of musical selections that celebrate life and travel. A large breakfast area and internet cafe with complimentary wireless, hi-speed internet completes the expanded common areas and

serves to encourage a more relaxed social atmosphere.

- **Free Breakfast** —the hotel’s complimentary breakfast has expanded to offer new, hot menu items and a quick breakfast for guests on the run. The new menu takes into account a variety of tastes and low-carb diets as well as traditional fares of eggs, sausage, waffles and French toast sticks. On the Run™ Breakfast Bags for the hurried traveler are available on kiosks at the front desk each Monday through Friday.

- **Upgraded Guest Rooms and Suites** — Each of the hotel’s 126 rooms and suites is furnished with a HD flat-screen TVs, free high-speed internet access and programmable lighting and temperatures that guests may pre-set to automatically adjust to their preferences when they are in the room. Also included are comfortable work stations and a portable “lap desk” for use with laptops, reading or eating. Other comforting amenities include new plush pillows and bath towels, a redesigned shower curtain that lets in light and a totally new line of signature bath products.

- **100% Hampton Program** —As the first hotel brand to introduce a 100% Satisfaction Guarantee, Hampton Inn & Suites is re-invigorating the guarantee with the brand’s most powerful commitment to promising satisfaction with each stay, or that stay is free.

Edgardo Rodriguez, general manager of the hotel, said the new elements have been a pleasant surprise for its guests. “Business and leisure travelers alike are very receptive to the quality lodging and consistency of Hampton Inn & Suites.” Rodriguez said. “Until now, they have not had the opportunity to experience such services in the Homestead market.”

Located adjacent to the Homestead Hospital and within minutes of the Homestead/Miami Speedway, Homestead Air Reserve Base and multiple national parks and area attractions, the new hotel is strategically positioned to accommodate both business and leisure guests. Still a convenient 20 minutes from Miami or the Florida Keys, the Hampton Inn & Suites Miami –South/Homestead offers convenient access to South Florida’s renowned nightlife, shopping, dining and expansive, outdoor recreation.

Hampton is part of Hilton Hotels Corporation, recognized internationally as a premier hospitality company. The company develops, owns, manages or franchises approximately 2,100 hotels, resorts and vacation ownership properties. Its portfolio includes many of the world’s best known and most highly regarded hotel brands, including Hilton®, Conrad®, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand

Vacations Company® and Homewood Suites by Hilton®. Visit the new Hampton Inn & Suites online at www.MiamiSouthHomesteadSuites.HamptonInn.com or call 305-257-7000.

Founded in 1983, privately-held Shaner Hotels is based in State College, PA. It owns and/or operates 30 hotels in 14 states with a total of 4,167 rooms, and specializes in buying, developing, repositioning, and re-branding hotel properties. Three different hotel brands are represented in the Shaner portfolio. For further information, visit www.shanercorp.com.

Prime Group and their subsidiary Prime Commercial Developers are award-winning leaders in south Florida construction and land development. Headquartered in Hollywood, FL, Prime Group focuses on the acquisition, development and management of residential and commercial real estate. In addition to the new Hampton Inn & Suites – Miami South/Homestead, Prime Group's developments span the state of Florida to include single and multifamily residential communities, apartment communities, retail centers, restaurants and professional and medical office buildings. To learn more about Prime Group and the Prime Group of Companies visit www.PrimeGroupUS.com.