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DRAFT FOR REVIEW

BETWEEN THE BOARDROOM AND THE BAYOU, HOUSTON'S ACCLAIMED HOTEL SORELLA ALIGNS GUESTS FOR BUSINESS DRILLS AND OUTDOOR THRILLS WITHIN MINUTES OF THEIR GUESTROOM

HOUSTON, TX – July 2012 – Since opening in 2009, Houston's [Hotel Sorella](#) has become the preferred west side location for discerning executives seeking premium accommodations in a bustling, mixed-use setting within close proximity to the [Westchase](#) and [Energy Corridor](#) business districts. And while most visitors are perfectly content with the wealth of entertainment opportunities with Sorella's [CITYCENTRE](#) environs, which include a Texas size 140,000-square-foot [athletic club](#), more adventurous guests are taking the road less traveled and finding there is more to Houston than meets the eye, especially for the outdoor enthusiast.

The Bayou City earned its moniker from the 2,500 miles of [waterways](#) that wind and weave through the metropolis, and Hotel Sorella places visitors just minutes from one of the largest – [Buffalo Bayou](#), which on its eastern route flows through downtown and into the Ship Channel. [Buffalo Bayou Shuttle Service](#) is one of several companies to support access to this natural resource that offers an ever-changing palette of perspectives along the way. Experiences range from shorter, solo paddles to all-day [kayak](#) excursions with guides who not only know the ins-and-outs of the bayou, but are also apt historians.

The company's new Terry Hershey Park tour, which is ideal for all skill levels, especially beginners. The relaxed downstream paddle offers inspiring scenery and a true escape from the city's urban surroundings. The [Navigator's tour](#) is a two-hour trip that stretches approximately six miles with lush scenery, plus numerous twists and turns that incorporate small rapids and a visit to the Chimney Rock Bat Colony. The three-hour, nearly eight mile [Houston Skyline tour](#) meshes dazzling cityscapes with picturesque landscapes. Guests of all skill levels navigate through Memorial Park and the [Hogg Bird Sanctuary](#), eventually ending at the mouth of downtown after traveling into Buffalo Bayou Park under the [Waugh Bridge Bat Colony](#) and through Eleanor Tinsley Park. The Extreme tour combines the Navigator's tour with the Houston Skyline tour with an hour break for lunch.

The aptly named Buffalo Bayou Shuttle Service provides pick up and drop off at Hotel Sorella in addition to equipment transfers. Shuttle service is just a phone call away from Monday through Sunday between 9 am and 6 pm. The tour reservation department is open weekdays from 9 am until 5 pm. Rentals are priced from \$40, and the addition of a private guide starts at \$75.

For those that prefer land-based adventure, Hotel Sorella offers a fleet of road bikes, which are available to guests at no charge. Visitors can start at a slower pace by exploring the tree-lined streets of the adjacent Memorial neighborhood. Encompassing one of the country's wealthiest zip codes, Memorial wows with its seemingly endless winding roads punctuated by towering pine trees, including Memorial Drive, which leads to [Memorial Park](#), one of the city's largest. Architecture buffs will enjoy a mix of styles ranging from bona fide mansions to well-preserved Mid-century homes in pockets like [Memorial Bend](#).

For off road fun, including hiking, the approximately 13 miles of trails at [Terry Hershey Park](#), just a few minute walk or ride from Hotel Sorella, are among the city's favorites. The peaceful and serene environment is filled with shady trees, wildflowers, wildlife and varied terrain that includes bridges. Paved paths stretch from Beltway 8 near the hotel and along Buffalo Bayou to the Barker Dam. The main trails, some of which are lit for night use, feature restrooms, gazebos, exercise stations and various picnic sites. The unpaved Anthills provide a more challenging experience for riders with steep dips and jumps in a more untamed setting.

Weekend warriors with an interest in golf can take advantage of Hotel Sorella's *Divertirsi* "Have Fun" package, which includes luxurious overnight accommodations, a round of golf for one at nearby [Bear Creek](#), a luxury spa treatment and day pass access to CITYCENTRE's Life Time Fitness – which boasts indoor and outdoor pools and a rock climbing wall – plus dinner for two at Bistro Alex with wine pairings, breakfast for two and valet parking. Based on availability, the package is priced from \$419, excluding tax and gratuity. For reservations or information, call 866.842.0100 or log onto hotelsorella-citycentre.com.

About Valencia Group

Houston-based Valencia Group provides management, development, branding and repositioning services for independent, full-service boutique hotels owned by the company, in addition to third parties. Recognized both nationally and internationally for their exceptional service and style, Valencia Group hotels fuse a crisp, globally-inspired modern design aesthetic with warm Mediterranean influences. Valencia Group continues to forge a niche with anchor hotels in mixed-use environments where the right balance of residential, restaurant, retail and office coalesce to create full-spectrum accretive value in sought after urban settings. Signature properties such as Hotel Valencia Santana Row in San Jose, CA, Hotel Sorella CITYCENTRE in Houston, TX and Hotel Valencia Riverwalk in San Antonio, TX have become destinations and gathering places within their respective communities, some further benefitting from and enriching their location within the cultural heart of a city. 2013 marks a year of substantial growth for the company with the second Sorella - Hotel Sorella Country Club Plaza – slated for a fall opening in Kansas City, MO and the launch of a new concept: Lone Star Court. A 21st Century reinterpretation of the nostalgic motor court. Lone Star Court will premier in early 2013 with an Austin flagship in The Domain. For more information, please visit www.valenciagroup.com.