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**HOTEL SORELLA CITYCENTRE, HOUSTON EARNS LIFESTYLE HOTEL OF THE YEAR ACCOLADES
AT THE THIRD ANNUAL BOUTIQUE & LIFESTYLE HOSPITALITY AWARDS CEREMONY IN MIAMI**

HOUSTON, TX – September 19, 2012 – [Hotel Sorella CITYCENTRE](#), a [Valencia Group](#) property, was bestowed the title of “Lifestyle Hotel of the Year” at the [Third Annual Boutique & Lifestyle Hospitality Awards](#) in Miami on September 17. The lunchtime ceremony took place during [HD Boutique](#), a boutique-style trade show for the hospitality design industry presented by *Hospitality Design* magazine. Produced by the Boutique & Lifestyle Lodging Association (BLLA), the awards have become the universal benchmark for recognition of quality among the boutique and lifestyle lodging industry and were the first among many hospitality awards worldwide that were dedicated exclusively to the boutique and lifestyle hospitality industry sector.

In order to be eligible for nomination in the Lifestyle category – hotels ranging from 120 to 400 rooms – Hotel Sorella had to fulfill key requirements that included: a unique style and design, upscale amenities and food & beverage, personalized customer focus, plus elements that take the local destination and living features into consideration. Nominated properties completed an extensive, 360 degree survey, and a panel of industry judges rated each question based on their review and hotel responses to determine a total score.

According to General Manager, Ryan Gullion, “We are thrilled that more than three years after our opening that Hotel Sorella CITYCENTRE continues to excite guests and earn the respect of our industry peers.”

Hotel Sorella is a key anchor of West Houston's bustling CITYCENTRE district and provides guests pedestrian access to an array of premium shopping, dining and entertainment options such as Studio Movie Grill, the 140,000-square-foot Lifetime Athletic club and a central plaza with ongoing programming that includes concerts and a farmers market. The contemporary, 255-room property, which debuted in 2009, features Bistro Alex – a Brennan's Family Restaurant, striking Monnalisa bar and rooftop pool terrace, fitness center, dedicated 15,000-square-foot Meetings & Events Centre and penthouse level with 11 suites averaging 1,500 square feet and boasting gourmet kitchens with Viking appliances.

The property has gained international accolades for its chic, international modern aesthetic, which deftly balances form and function. Crisp and inviting guestrooms and public spaces, conceptualized by the acclaimed West Coast design firm, Remedios Siembieda Inc., have a European-inspired vibe that mesh perfectly with the striking architecture conceived by Gensler's Houston office.

For more information or reservations, please call 713-973-1600 or log onto www.hotelsorella-citycentre.com.

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About The Boutique & Lifestyle Lodging Association (BLLA)

The Boutique & Lifestyle Lodging Association (BLLA) is the first and only association dedicated to uniting the world's boutique and lifestyle hotels for the benefit of properties and suppliers as well as travelers. Created to be the unifying voice of this distinctive subset within the hospitality industry. BLLA's goal is to unite the world's collection of boutique & lifestyle properties and the suppliers that sustain them, offering them the opportunity to successfully compete on a level playing field with major hotel companies, as well as market themselves to meet the ever-increasing demand from discerning boutique-seeking clients. For more information or to become a member visit www.blla.org.

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.