

**New Look, New Feel Earns Inn on Fifth Club Level Suites
Four-Star Hotel Rating by Forbes Travel Guide**

NAPLES, Fla. (February 11, 2015) – Forbes Travel Guide today unveiled its 2015 Star Rating list, naming the Inn on Fifth Club Level Suites as a new Forbes Travel Guide Four-Star Hotel. Located on prestigious Fifth Avenue South in downtown Naples, Florida, the Inn on Fifth Club Level joins the Ritz-Carlton Golf Resort, Naples as the only two Four-Star Hotels in Naples and one of just 336 in the world showcased on ForbesTravelGuide.com. The new Four-Star Forbes rating follows the Inn on Fifth's \$22 million Club Level expansion, a \$3 million complete renovation of the original Inn on Fifth and the addition of the \$3 million Avenue5 restaurant. The Inn on Fifth Club Level Suites is the latest addition to the luxury travel ratings that have been the gold standard in the hospitality industry since 1958.

"This four-star distinction is the culmination of years of hard work, investment and dedication to superior service and accommodations," said Phil McCabe, owner of the Inn on Fifth. "The addition of the Club Level Suites and Avenue5 is a whole new investment, giving the Inn on Fifth an entirely new look and feel, which I believe earned us the four-star rating from Forbes."

The Inn on Fifth Club Level Suites offer an extravagant hotel experience featuring an exceptional personal concierge catering to guests every needs, exquisite food and beverage throughout the day and complimentary valet parking. Never waiting in line to check-in, guests at the Club Level are privately escorted to their suite with champagne in hand. Located in a new 40,000-square-foot building directly across from the Inn's original landmark location, the 23 Club Level Suites feature stylish interiors, sensuous bedding, designer bath amenities and furnished balconies with views of downtown Naples. Guests of this private enclave enjoy numerous exclusive services and Club level amenities, including a private rooftop sundeck with whirlpool spa; daily deluxe Continental breakfast, afternoon snacks and evening cocktails with appetizers; and complimentary transportation to and from the Naples Airport and around downtown in our full-size luxury Cadillac Escalade SUV.

"Our Star Ratings recognize the finest hotels, restaurants and spas in the world. These ratings serve as the most authoritative guideposts for guests seeking exceptional travel experiences. Our primary mission is to contribute to excellence in hospitality, serving the global tourism industry as well as the guest," said Gerard J. Inzerillo, Chief Executive Officer of Forbes Travel Guide. "We're proud to be associated with the new additions to our global list."

Adding to the Inn's new four-star luxury appeal is the chic new Avenue5, a sophisticated, high-energy restaurant featuring a "vintage glam design" inspired by Naples' glamorous past and brought to life by the world-renowned design team of Jeffrey Beers International (JBI), whose award-winning work includes the Fontainebleau Resort and restaurants such as Daniel

Boulud and Todd English. Naples-based Deangelis Diamond was the builder, having also constructed the extravagant new Club Level Suites at the Inn on Fifth.

For a detailed explanation of how Forbes Travel Guide compiles its Star ratings, visit www.forbestravelguide.com/about/ratings.

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About Inn on Fifth and Club Level Suites

At the center of Fifth Avenue's celebrated collection of restaurants, sidewalk cafes, upscale boutiques, and one-of-a-kind galleries sits the AAA Four Diamond and Forbes Four-Star Inn on Fifth and Club Level Suites. The recently renovated and expanded lifestyle boutique hotel is located in the distinct downtown Naples district and features spacious, modern accommodations, superb on-site dining, outstanding services and amenities, and an enviable Fifth Avenue address. In December, The Inn finished construction on a new three-story, 40,000-square-foot building directly across the Avenue from the Inn's landmark location. The building includes the Inn's new 32 Club Level Suites – the first new hotel rooms in Naples since 2008 – plus an 800-square-foot executive board room, and 12,000 square feet of retail space on the ground floor. Just blocks from the blue-green waters and sugar-white beaches of the Gulf of Mexico, the Inn is home to the award-winning Spa on Fifth and the fabulous Truluck's Seafood Steak and Crab House, and the new Avenue5 restaurant. InnOnFifth.com

About Forbes Travel Guide

Forbes Travel Guide, formerly Mobil Travel Guide, is the originator of the prestigious Four Star Rating system, and has provided the travel industry's most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. Forbes Travel Guide has a team of expert inspectors who anonymously evaluate properties against up to 800 rigorous and objective standards, providing consumers the insight to make better informed travel and leisure decisions. Forbes Travel Guide is the gold standard for luxury hospitality ratings worldwide. For more information about Forbes Travel Guide, visit ForbesTravelGuide.com.

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