

## Fibra Inn Announces Fernando Rocha Hired as New Director of Acquisitions and Development

**Monterrey, Mexico, December 1, 2014** – Deutsche Bank Mexico, S.A., Banking institution, Trust Division F/1616 or Fibra Inn (BMV: FINN13) (“Fibra Inn” or “the Company”), a Mexican real estate investment trust specializing in the hotel industry serving the business traveler, announces the hiring of Fernando Rocha Huerta as Vice President of Acquisitions and Development.

Recently, Fibra Inn’s management approved the creation of the position for the Director of Acquisitions and Development as part of its strategy to strengthen its organizational structure. This position, which was previously supervised by Mr. Oscar Calvillo, Chief Financial Officer, will report to the Chief Executive Officer.

Mr. Rocha will join the team at Fibra Inn as of today; his main responsibility will be the supervision of all the hotel acquisitions process, as well as the coordination of the development of hotels throughout all stages.

Mr. Fernando Rocha has over 25 years’ experience in the development and operation of hotels, design and strategic development in the business channels under the franchise model, management of operating support areas and tourism marketing in general. Mr. Rocha began his career in 1988 in the group comprised of the Howard Johnson, Days Inn and Casa Inn hotels in Mexico, where he held various positions until reaching the title of Chief Executive Officer and later, Chairman of the Board. He was Senior Director of Development at Cendant Corporation (RCI) to then join Grupo Posadas as Vice President of Development and subsequently becoming Vice President of Marketing of Franchises. Mr. Rocha has vast experience in the development and launching of brands, management of hotel supplies, operation and development of franchises, loyalty programs and negotiations of franchise contracts. He has been professor in subjects related to hotel management in institutions such as Universidad Anahuac, CESSA and the Mexican Franchise Association, where he was president from 2000 to 2003. He has been advisor to the Mexican Association of Hotels and Motels in Mexico City and the Consulting Board of Nacional Financiera in Mexico City. Mr. Rocha has also experience with the media, as he has been tourism commentator on the radio program led by Eduardo Ruiz Healy as well as tourism commentator for the Mexican newspaper, *El Heraldo*. Mr. Rocha is an Industrial and Systems Engineer from the Instituto de Estudios Superiores de Monterrey and has been part of several professional development programs for franchise executives in institutions such as Cornell University and Universidad Anahuac.

Fibra Inn’s management is certain that the integration of Mr. Rocha to the executive team will contribute towards creating value in the growth of the hotel portfolio.



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## About the Company

Fibra Inn is a Mexican trust formed primarily to acquire, develop, operate and rent a broad range of hotel properties in Mexico. Headquartered in Monterrey, Fibra Inn has a portfolio of high-quality real estate properties aimed at the business traveler and that are geographically diversified throughout Mexican territory. The Company has signed Franchise Agreements with IHG to operate its global brands, including: Holiday Inn, Holiday Inn Express, Holiday Inn & Suites, Holiday Inn Express & Suites and Crowne Plaza; with Wyndham Hotel Group to operate its global brands Wyndham Garden and Microtel Inn & Suites by Wyndham. Additionally, it has licensing agreements and brand usage agreements with Hilton to operate its brand Hampton Inn by Hilton and with Starwood Hotels & Resorts Worldwide to operate the Aloft brand. The Company has properties that operate with domestic brands like Camino Real and Casa Grande. Additionally, Fibra Inn has agreements with IHG, Marriott International, Wyndham Hotel Group and Hoteles City Express for development of properties. These hotels enjoy some of the industry's top loyalty programs. Fibra Inn recently listed its Real Estate Certificates (Certificados Bursátiles Fiduciarios Inmobiliarios or "CBFIs") on the Mexican Stock Exchange and trades under the ticker symbol "FINN13".

For more information, please visit our *new* website: [www.fibrainn.mx](http://www.fibrainn.mx)

### Note on Forward-Looking Statements

*This press release may contain forward-looking statements. These statements are statements that are not historical facts, and are based on management's current view and estimates of future economic circumstances, industry conditions, Company performance and financial results. Also, certain reclassifications have been made to make figures comparable for the periods. The words "anticipates", "believes", "estimates", "expects", "plans" and similar expressions, as they relate to the Company, are intended to identify forward-looking statements. Statements regarding the declaration or payment of dividends, the implementation of principal operating and financing strategies and capital expenditure plans, the direction of future operations and the factors or trends affecting financial condition, liquidity or results of operations are examples of forward-looking statements. Such statements reflect the current views of management and are subject to a number of risks and uncertainties. There is no guarantee that the expected events, trends or results will actually occur. The statements are based on many assumptions and factors, including general economic and market conditions, industry conditions, and operating factors. Any changes in such assumptions or factors could cause actual results to differ materially from current expectations.*