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### VALENCIA GROUP PROPERTIES TAKE LEAD WITH NO PHONE ZONE PLEDGE

Three Properties Make Company-Wide Pledge to Not Use Cell Phones While Driving

**Houston, TX (May 21, 2010)** In light of Oprah's recent efforts to put an end to texting and driving, three Valencia Group hotels are committing to spread this initiative with a company-wide pledge to not use cell phones while driving.

The staffs of Hotel Valencia Riverwalk in San Antonio, Texas, Hotel Valencia Santana Row in San Jose, California, and Hotel Sorella CITYCENTRE in Houston, Texas have all committed to not text or use their cell phones while driving, or to pull to the side of the road if they need to use it. These efforts are intended to combat the growing effects of what is becoming known as distracted driving.

In order to make this an easier transition, some are even offering fellow employees tips to help shift focus away from cell phones while driving. Ryan Gullion, General Manager of Hotel Sorella CITYCENTRE, has suggested that he and others put cell phones in the trunks of their cars until they've reached their destination.

"We are proud of our staff's resolve and commitment to take the lead among local businesses and make this pledge" said Roy Kretschmer, Valencia Group's

Vice President of Operations. "We stand behind this cause and hope to inspire others to join our efforts to end distracted driving in our communities."

For more information on the hotel's efforts, please visit [www.valenciagroup.com](http://www.valenciagroup.com), and for more information on the No Phone Zone Pledge, please visit <http://www.oprah.com/packages/no-phone-zone.html>.

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### **About Valencia Group**

Valencia Group, a Houston-based company, provides management, development, branding and repositioning services for full-service, independent hotels owned by Valencia as well as third-parties. As with Hotel Valencia Santana Row in San Jose, California, and Hotel Valencia Riverwalk in San Antonio, TX, most Valencia sponsored hotels are set in the cultural heart of each city. Valencia Group hotels fuse globally-inspired modern design with Mediterranean influences, becoming popular destinations for guests and visitors alike. Other Valencia Group properties include Hotel Sorella (Houston, TX); and Hotel Valencia (Austin, TX). Valencia Group continues to forge its position as a mixed-use anchor with projects where the right balance of residential, restaurant, retail and office coalesce to create full-spectrum accretive value in great urban settings. For more information, please visit [www.valenciagroup.com](http://www.valenciagroup.com).