

For Immediate Release

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Rockbridge Announces Purchase of Valley River Inn

(Eugene, OR) – Rockbridge, an investment platform with specialties including hospitality, is announcing today the purchase of the Valley River Inn in Eugene, Oregon through a transaction initiated and managed by HREC Investment Advisors.

“Rockbridge has a long history of using its investment savvy to create attractive risk adjusted returns for its investors, and we are incredibly pleased to be adding the Valley River Inn to our list of over 340 investments,” Rockbridge President & CEO Jim Merkel said. “Our hospitality business possesses a deep understanding of today’s travelers, and we believe this property is primed for our formula of infusing capital, applying innovative design and function and creating a local experience.”

HREC represented the Seller in the transaction and successfully brought the parties together for a mutually beneficial deal. “It was a complex transaction and our nationwide marketing efforts secured strong partners for this asset,” noted Geoff Davis, HREC President & Senior Principal.

The 257-guestroom hotel is strategically situated on the Willamette River next to Interstate 105. Interstate 105 provides direct access to downtown Eugene and also links with Interstate 5, which provides direct access north to Portland. The Valley River Inn is the only waterfront hotel in the city and has served the city and hosted Presidents, celebrities, entertainers and athletes for over 40 years.

In addition to its other lines of investment, Rockbridge is the 11th largest hotel owner and developer in the U.S. It named Davidson Hotels & Resorts as the new operator for the property in order to increase operational efficiencies while finalizing redevelopment plans.

“We are thrilled to have the opportunity to manage this beloved hotel with such a rich past,” said John Belden, Davidson’s President and CEO. “Davidson has been an engaged member of the Eugene community since 1997, so we have a strong appreciation for the Valley River Inn. Our knowledge and passion for Eugene make us uniquely qualified to ensure the heritage of this iconic hotel is celebrated while constantly striving to make the future even brighter. We have great things in store for this property and plan to take hospitality here to an entirely new level, which will solidify the Valley River Inn as one of the premiere lodging facilities in the entire region.”

About HREC®: HREC® is the nation’s leading lodging and gaming real estate advisory firm specializing in property sales, mortgage brokerage, equity/JV structuring, consulting (market studies and appraisals), and litigation support. With offices throughout North America, HREC® is distinguished by unwavering commitment to client service and success through its team approach, intellectual capital and hotel/casino specialization. Visit HREC®’s website at www.hrec.com

About Rockbridge: Rockbridge is a preeminent, investment platform with over 20 years of experience investing in real estate and operating companies. It has made over 340 investments in 44 states in transactions worth more than \$5 billion. Through its deep, in-house experience and strong relationships, Rockbridge has delivered a long track record of attractive risk-adjusted returns across multiple cycles.

About Davidson: Davidson Hotels & Resorts is an award-winning, full-service hotel management company that provides management, development/renovation, acquisition, consulting and accounting expertise for the hospitality industry. The company has amassed one of the purest full-service hotel portfolios in the industry, ranging from the upper-upscale to near-luxury segments; encompassing 36 upscale, full-service, independent and branded hotels with over 11,000 rooms, and 1.3 million square feet of meeting space across the United States. Davidson is a trusted partner and a preferred operator for Hilton, Marriott, Hyatt and Starwood Family hotels. Additional information on Davidson may be found at the company's website, www.davidsonhotels.com.

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