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**PINK SHELL BEACH RESORT & SPA EXPANDS MEETINGS FACILITIES AND AMENITIES
WITH STYLE AND ELEGANCE UNSURPASSED IN SOUTHWEST FLORIDA**

**Resort's New Meeting Space, Accommodations and Amenities Draw Meeting and Incentive
Groups to the Shores of Fort Myers Beach**

ESTERO ISLAND, Fla. – Pink Shell Beach Resort & Spa is undergoing a multi-phase, multi-million dollar transformation that includes the addition of superior meeting facilities, raising the resorts overall offerings to planners of meetings, incentives, corporate and social group events to more than 5,500 square feet of function space. In addition, the new facilities also feature a functional outdoor space with scenic views of the turquoise blue waters of the Gulf of Mexico.

New Meeting Facilities Expand Choices for Planners

Meeting planners for groups from 10 to 200 will find Pink Shell Beach Resort & Spa to offer the space, services and setting they need to organize the most memorable and productive meetings. In fact, the completion of the White Sand Villas at Pink Shell Beach Resort & Spa offers groups a total of more than 5,500 square feet of meeting space – more than double the amount of meeting space that was previously available at the resort.

Pink Shell Beach Resort & Spa's new meeting facilities in the White Sand Villas building features a grand ballroom, two breakout rooms and an executive boardroom. The Lido Grand Ballroom provides 2,240 square feet of meeting space and is the only ballroom in the area to feature 17-foot ceilings with floor to ceiling windows overlooking Matanzas Bay for unmatched natural lighting and inspiring views. The Margarita and Piña Colada rooms each provide 300 square feet of meeting space with identical floor plans. The 400-square-foot Boardroom seats 14 executives comfortably in ergonomic chairs.

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Additional meeting facilities are in the newly renovated Sanibel View Villas, which include an executive boardroom and three meeting rooms each providing 560 square feet of space with identical floor plans and amenities. Boardroom I seats 16 executives comfortably, while the Mariner, Davis and Smith rooms can accommodate up to 60 attendees each for an intimate meeting or gathering. The resort is one of the only properties in the area with the unique ability to provide first class meetings and conference services just steps away from the beach, making the resort the ideal location for gatherings such as weddings, cocktail receptions and team building activities

The new meeting facilities are housed within the new, stylish White Sand Villas. The nine-story building, with villa-style luxury accommodations and a variety of high-end amenities, also features *Aquagēne*, an indulgent 6,000-square-foot spa with 12 facial massage and body treatment rooms, Jacuzzi tubs, steam rooms, complete salon services and boutique. The resort has also introduced the “Octopool”, an expansive, zero-entry pool and terrace area, as well as new eateries – *JoJo’s...at the Beach*, a casual, al fresco dining concept featuring imaginative Floribbean fare and *Bongo’s Bar & Grill*, a fun, tropical poolside bar and grill serving refreshing drinks. Both the pool and dining concepts can be utilized for special events and have been designed to further enhance the overall guest experience and appeal to the corporate meeting and social events market.

“We are very excited about the new amenities and expanded meeting facilities Pink Shell Beach Resort & Spa is now able to provide to guests following the completion of the second phase of the resort’s transformation,” said Brij Misra, General Manager of Pink Shell Beach Resort & Spa. “The new meeting facilities in the White Sand Villas building provide corporate meeting planners with greater options to choose from while incentive groups can now enjoy the expanded array of high-end amenities.”

Accommodations and Amenities at Pink Shell Beach Resort & Spa Appeal to Incentive Planners

In addition to the new accommodations, spa services and dining choices, the resort’s unique group experience features tennis facilities, a full-service marina with boat rentals, fishing and sunset charters, waverunner, parasailing, kayaking and nature tours throughout the waters that surround the resort. Also available are chair and umbrella rentals for attendees to relax on the sun-drenched beaches that line the resort are available.

Pink Shell Beach Resort & Spa now offers planners nearly 200 luxurious gulf-front accommodations, each comfortably decorated to provide guests with a cool, coastal feel and convenient in-room amenities including data ports, screened in balconies with breathtaking views of the Gulf, a coffee maker, stove and refrigerator. The well-appointed accommodations offer a wide range of options for meeting and incentive planners.

The Pink Shell Beach Resort & Spa is located 16 miles from Southwest Florida International Airport, which is served by most major carriers and is easily accessible from many south and central Florida cities via I-75.

Pink Shell Beach Resort & Spa is committed to excellence with corporate, association and small meeting groups. The resort's meetings and conference services team of professionals are on site to assist in the planning, organization and execution of small to mid-size conferences and social meetings. Everything from executive board meetings to elaborate receptions can be held at the resort's various meeting rooms and spaces.

For group sales or to inquire about seasonal group packages, call 888-309-2919.

About Pink Shell Beach Resort & Spa

The 12-acre Pink Shell Beach Resort & Spa is the new four star experience on Estero Island, located within the beaches of Fort Myers & Sanibel, along the Gulf of Mexico and enjoys a rich history of being a popular resort in Southwest Florida for more than 50 years. With a variety of activities for the entire family, Pink Shell sits on 1,500 feet of pristine beach and offers such activities as sailing, dolphin adventure tours, Yamaha WaveRunners®, parasailing, kayaks, tennis, fishing, sunset cruises and specialized recreation programs for all ages.

The resort is owned by Boykin Lodging Company (NYSE: BOY), a Cleveland, Ohio based real estate investment trust that focuses on the ownership of full-service, upscale commercial and resort hotels, and is managed by Boykin Management Company, also of Cleveland, Ohio. For more information contact the Pink Shell Beach Resort & Spa, 275 Estero Boulevard, Fort Myers Beach, FL 33931, Telephone: 888-309-2919; or visit the web site at www.pinkshell.com.

Boykin Lodging Company is a real estate investment trust that focuses on the ownership of full-service, upscale commercial and resort hotels. The Company currently owns interests in 25 hotels containing a total of 7,417 rooms located in 16 states, and operating under such internationally known brands as Doubletree, Marriott, Hilton, Radisson, Embassy Suites, and Courtyard by Marriott among others. For more information about Boykin Lodging Company, visit the Company's website at <http://www.boykinlodging.com>.

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