

PHOENIX AMERICAN FINANCIAL SERVICES ANNOUNCES NEW PARTNERSHIP WITH PHOENIX AMERICAN HOSPITALITY, LLC.

SAN RAFAEL, CA – Phoenix American Financial Services, Inc. (“PAFS”) is pleased to announce its new partnership with Phoenix American Hospitality, LLC (an unrelated sponsor firm). PAFS will support Phoenix American Hospitality with their state of the art transfer agent system and industry leading investor services platform.



PhoenixAmerican Hospitality will benefit from PAFS’s combination of advanced technology, commitment to customer service and long experience with the unique operational requirements of real estate funds.

Based in Dallas, TX, Phoenix American Hospitality is an opportunistic hotel fund manager that believes that the current economic and real estate environment has created acquisition opportunities in select markets. Pursuing a value enhancement strategy, the Company seeks to identify and acquire hotel properties with a strong operating history, focus on business travel, strong brand affiliation, competitive barriers to entry, attractive pricing opportunity and positive competitive positioning in their submarket. The Company’s primary focus is on top tier, Marriott, Hilton, Hyatt select service brands across the country

Perch Nelson, CEO of Phoenix American Hospitality is excited to partner with PAFS. “We chose PAFS because of their fine reputation as an experienced transfer agent in the Broker Dealer space. Their state of the art system and broad industry technical knowledge will be a benefit to us as we continue to grow our business. In the past 18 months Phoenix American Hospitality has more than tripled in size and commitment to our shareholders and financial advisors is our top priority.”

With the growing sophistication of alternative real estate funds and the increased regulatory compliance they require, advanced and integrated operational solutions are critical to the success of today’s fund companies. PAFS has been developing and refining the most efficient systems and back office processes in alternative investments since its origins as a sponsor of equipment leasing funds beginning in 1972. The Company’s STAR-XMS transfer agent system, the most advanced in alternative investments, is the result of the Company’s direct experience as a fund sponsor as well as decades of experience as a back office provider to every kind of alternative investment fund.

“We are excited that Phoenix American Hospitality chose PAFS as their transfer agent,” said Andrew Constantin, Senior Vice President, Operations for Phoenix American Financial Services. “We feel our technology and unparalleled customer service is the perfect fit for a dynamic and fast growing company like Phoenix American Hospitality.”

PAFS provides back office outsourcing, fund accounting and transfer agent services as well as sales and marketing reporting services to fund companies in the alternative investment industry. The Company is an affiliate of Phoenix American Incorporated along with Phoenix American SalesFocus Solutions, providers of the cloud-based MARS CRM, Sales and Marketing Reporting and 22c-2 Compliance Management solutions for banks, insurance companies, asset management firms and other financial

service organizations. The Phoenix American aircraft group, including its Irish subsidiary, PAFS Ireland Limited, provides managing agent services for asset backed securitizations specializing in the commercial aircraft and engine leasing industry. Phoenix American Incorporated has five offices worldwide. The Company was founded in 1972 and is headquartered in San Rafael, CA.



PHOENIX AMERICAN
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