

MEDIA CONTACT:

Lourdes Diaz

M. Silver Associates Inc.

305-533-1111, Ext. 25

Lourdes@msilver-pr.com

PINK SHELL BEACH RESORT & SPA:

BUILDING FOR THE FUTURE ON A FOUNDATION OF 50 YEARS OF SUCCESS

ESTERO ISLAND, Fla. – As **Pink Shell Beach Resort & Spa** steps confidently into the future with an ambitious expansion and redevelopment campaign, it does so on the foundation of a half century's success as an industry leader and one of Southwest Florida's most enduringly popular resorts. Situated on Estero Island along the beaches of Fort Myers and Sanibel, **Pink Shell** has helped shape the grand traditions of American beach vacations by adjusting to changing times while now serving as the area's new four star resort experience for families and couples offering fun, adventure and relaxation.

More than 50 years ago, the Davises, a local family that frequently visited the area, decided to make an investment in a part of Florida where they loved to vacation. The result was the beginning of **Pink Shell**: 125 efficiency style vacation units in a region of the state where undisturbed natural beauty and a quiet lifestyle had attracted not only manatees, dolphins and panthers but the likes of Thomas Edison and Henry Ford.

In 1988, the property was sold to the Florida Income Fund III partnership, with immediate renovations to existing cottages and the building of new gulf-front units. In 1990, a new 60-unit gulf-front building was added. In 1995, the first condominium lease program was established with the development of a 42-unit building, which featured deluxe two-bedroom gulf-front units, bringing the total to 204. Boykin Lodging Company purchased the resort in 1998 and began the implementation of the vision of the new **Pink Shell**, transforming the resort into a premier resort destination while maintaining its tradition of providing a family-friendly experience. The resort's mission is to provide a fun, memorable resort experience, while creating new traditions for guests.

- more -

As the largest resort in the Fort Myers Beach area, **Pink Shell** has enjoyed continued success through the years in part through steady growth but, more importantly, by maintaining its quality standards. The **Pink Shell** has been the only resort on the island to be designated both AAA Three Diamond and Mobil Three Star for its quality of service and extensive choice of amenities. The new redevelopment will only enhance those qualities of the resort that guests have become accustomed. The 1980's marked the beginning of a major boom in tourism for Southwest Florida but **Pink Shell**, while growing, refused to lose its appealing and distinctive character. The result has been a remarkable number of repeat guests, some of whom have visited every year for two or more decades.

Now, Boykin Lodging Company is building on that character, popularity and tradition by making **Pink Shell** bigger, better, and more comprehensive in its choice of accommodations, dining options and extensive vacation activities, programs and packages. In the process, the resort's most loyal fans and legions of new families and friends about to discover its pleasures can be assured that the essential qualities that earned its outstanding reputation 50 years ago—outstanding value for money spent and an ambiance ideal for total relaxation and fun—have only been polished and enhanced, not lost in building for tomorrow.

The Pink Shell Beach Resort & Spa is undergoing a multi-million dollar transformation. The resort's newest accommodations include the White Sand Villas, which feature a nine-story, 92 one-and-two bedroom villa-style units, along with and new guest amenities. The next phase of redevelopment is the construction of Captiva Villas, which will feature 43 luxurious, one-bedroom villa-style gulf-front accommodations.

Other amenities include *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.

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>.

###