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FIRST COMPASS BY MARGARITAVILLE HOTELS & RESORTS BREAKS GROUND ON ANNA MARIA SOUND, FL

*Margaritaville Holdings Celebrates the Arrival of its Boutique Select-Service Brand,
Announces Locations of Next Two COMPASS Properties*



Pictured: Representatives from Margaritaville Holdings and Floridays Development Company

Orlando, Fla. – March 19, 2019 – Margaritaville Holdings celebrated the groundbreaking of its first COMPASS by Margaritaville Hotels & Resorts property, sharing details on the next two hotels to open under its new select-service boutique hotel brand. With a prime location on Anna Maria Sound in Bradenton, Florida, the first COMPASS will open early next year. The brand's two newest signings will bring COMPASS to the picturesque waterfront town of Beaufort, North Carolina and the lively southern hub of Louisville, Kentucky.

"We're charting new coordinates with the groundbreaking of our first COMPASS and look forward to welcoming travelers to some incredible destinations," said Rick Cunningham, Margaritaville's senior vice president of hotel development. "This new brand is a wonderful

enhancement to our already diverse hospitality portfolio, offering a new way for people to immerse themselves in the Margaritaville lifestyle.”

First COMPASS Hotel Celebrated Groundbreaking on Anna Maria Sound, Florida on Friday, March 15

Situated within a 220-acre private island community on Anna Maria Sound in Bradenton, Florida, the first COMPASS hotel held a festive groundbreaking ceremony on Friday, March 15, with representatives from Margaritaville Holdings, Floridays Development Company and the local tourism industry. Attendees of the groundbreaking celebration enjoyed a steel drum band and stilt walkers, along with a program of remarks featuring John Cohan, chief executive officer of Margaritaville Holdings; Tamara Baldanza-Dekker, chief marketing officer at Margaritaville Holdings; and Angus Rogers, principal and founder of Floridays Development Company.

Slated to open in early 2020, the 123-room hotel will be located adjacent to One Particular Harbour on the community’s recently opened deep-water marina and feature a six-story building and resort pool with room to expand in the future. All rooms will offer a modern, nature-inspired design and premium amenities, including Margaritaville’s signature bedding, an oversized bathroom with rainfall showers, and smart TVs. Guests will also enjoy complimentary amenities including a high-quality American breakfast buffet, light snacks and drinks at a welcome cabana, a daily signature cocktail happy hour, access to laptops, printing services and high-speed Wi-Fi. In addition, an outdoor pool area will be located between the hotel and a free-standing Floridays Restaurant & Grill, which will feature poolside bar service.

COMPASS Brand Coming to Louisville, Kentucky and Beaufort, North Carolina

Margaritaville Holdings has signed its next two COMPASS properties, both beginning construction later this year. Slated to open in Q4 2020, the next COMPASS to open is a 110-room hotel located on a marina in downtown historic Beaufort, North Carolina. The hotel will feature an outdoor deck, 5 o’Clock Somewhere Bar & Grill and other Margaritaville-inspired amenities and services. The location is being developed in partnership with Joseph Thomas, John Van Coutren and Bruce Sauter.

Also in the pipeline is a COMPASS hotel in Louisville, Kentucky, under development in partnership with Bachelor Fourth St., LLC. An ideal escape one-half block from the entrance to 4th Street Live!, the city’s premier dining and entertainment destination, the 150-room hotel is also two blocks from the Kentucky International Convention Center. Slated to open in Q3 2021, the hotel will feature a 5 o’Clock Somewhere Bar and Margaritaville Restaurant.

For more information on Margaritaville, visit www.Margaritaville.com. Follow Margaritaville on Facebook at www.facebook.com/margaritaville, and on Twitter and Instagram at [@Margaritaville](https://www.instagram.com/Margaritaville).

About Margaritaville

Margaritaville is a global lifestyle brand inspired by the lyrics and lifestyle of singer, songwriter and best-selling author Jimmy Buffett, whose songs evoke a passion for tropical escape and relaxation.

Margaritaville features 17 lodging locations and 24 additional projects in the pipeline with nearly half under construction, three gaming properties and over 60 food and beverage venues including signature concepts such as Margaritaville Restaurant, award-winning JWB Prime Steak and Seafood, 5 o’Clock Somewhere Bar & Grill and LandShark Bar & Grill. More than 20

million travelers every year change their latitude and attitude with a visit to a Margaritaville resort, residential real estate destination, vacation club, vacation home rental or restaurant.

Consumers can also escape everyday through a collection of Margaritaville lifestyle products including apparel, footwear, frozen concoction makers, home décor, a satellite radio station and more. Additionally, the brand's food, beverage and spirits lines – including Margaritaville tequilas, rums, LandShark Lager and a new bestselling cookbook – deliver authentic, tropical escapism to fans around the world. Margaritaville, a state of mind since 1977.

Editor's Note: A selection of renderings of COMPASS can be found here (Credit: The McBride

Company): <https://www.dropbox.com/sh/almrhe8acsk9e75/AAD4PafEbIXDYtaQNV5IMLW?dl=0>

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