

For Immediate Release

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Todd Moreau Named EVP of Operations at Pacifica Hotel Company

SANTA BARBARA, CA – Todd Moreau has been named Executive Vice President of Operations at Pacifica Hotel Company, the firm's President, Matt Marquis, announced today. In his new role, Moreau now oversees all of the company's hotel and restaurant operations teams.

"Todd has been an outstanding performer in every position he has held since joining Pacifica Hotel Company 13 years ago," Marquis said. "He has tremendous leadership skills, a great work ethic and a deep knowledge of our industry. I am pleased to name him to this key position and particularly pleased that our company has the management depth to be able to promote from within. I look forward to Todd contributing to Pacifica's future growth."

Moreau, who has been vice president of operations, replaces John Beazley, who is leaving the company. The changes are effective Feb 4.

"I sought out Pacifica because I was told there was plenty of opportunity for growth and advancement," Moreau said. "I never anticipated receiving the wonderful opportunities I've experienced with the company and I look forward to helping Matt and his management team achieve their vision for Pacifica as we move forward."

Moreau started with the company in 1998 while attending Cal State San Marcos. Within his first year he became General Manager at one of the company's flagship properties. After successfully operating the Blue Sea Lodge, he became a regional manager and over the ensuing years continued to take on additional responsibility, overseeing multiple hotels and consistently excelling in this capacity by developing strong, successful management teams. In 2006, Moreau was promoted to Vice President of Operations, responsible for all the company's hotels. In this role, he gained brand experience with Choice, Hilton, Best Western and Intercontinental Hotels, and was also involved in overseeing multiple major renovation projects, new development, and acquisitions

Replacing Moreau as vice president of operations is Todd Driscoll, who has been with the company for more 14 years, holding positions as Regional Director of

Operations and most recently Vice President of Quality Assurance and Product Improvement. Driscoll will be responsible for the operational oversight of all hotel properties and will remain the primary point of contact for general managers for ongoing capital projects.

Santa Barbara-based Pacifica Hotel Company's hand-picked hotels offer the best of California, with locations in Pismo Beach, Beverly Hills, Half Moon Bay, Marina del Rey, San Diego and San Francisco. The company's portfolio of hotel locations also includes Port St. Lucie, FL and Kailua-Kona, HI. Pacific Hotel Company has been listed consistently in the top 10 Hotel Management Companies in the United States by Hotel Business magazine, and six of its hotels were listed in the Top Performers List by Lodging Hospitality Magazine.

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