

THE GODFREY HOTEL BOSTON ANNOUNCES PIONEERING GUEST ENHANCEMENT TECHNOLOGY BY INNSPIRE

Boston's Newest Luxury Lifestyle Hotel Adopts InnSpire Technology to keep Godfrey guests connected



The Godfrey Hotel Boston, the latest addition to The Godfrey Hotel luxury lifestyle hotel brand, announced today the selection of Stockholm-based InnSpire to provide leading edge Mobile & IPTV services to all Godfrey Hotel Boston guests. In adopting this cutting edge hospitality technology, The Godfrey Hotel Boston becomes the first Boston hotel to offer InnSpire services on site.

Every Godfrey Hotel Boston room will be outfitted with InnSpire's award-winning ?Guest Media Streaming? technology, allowing guests to use personal mobile devices to stream photos, videos, and music of their choice directly to the 55? HDTV in their room. Simultaneously, guests will be able to access hotel amenities such as room service, concierge information, and in-room spa services. "We want to modernize how travellers view boutique hotels by flipping the paradigm and creating a superior experience that is completely focused on how people are living today,?"

Larry Casillo, general manager of The Godfrey Hotel Boston says

"In partnering with InnSpire, we now have the opportunity to create a guest experience that is authentic and luxurious, allowing access to the familiar comforts of home through advanced technology.?"

InnSpire requires no work on the part of guests, upon check in all guests are able to use any mobile devices to access hotel services over the free hotel Wi-Fi without having to download any additional apps. This simple solution enables guests to access all hotel amenities and services from anywhere in the hotel.

"We are thrilled to partner with The Godfrey Hotel Boston, and look forward to helping the hotel find new ways to make every guests' stay even more special,?" says Martin Chevalley, InnSpire CEO and Co-Founder. "InnSpire exists to help hotels better embrace their role as hosts, and to optimise operations through the use of real-time data.?"

Opening late 2015, the brand new 242-room hotel situated in the historic Amory and Blake buildings in Boston's Downtown Crossing will offer a George Howell Coffee Cafe, a lobby bar, 24-hour fitness center, free, rapid Wi-Fi, and a soon-to-be-announced stylish, high-energy restaurant.

About The Godfrey Boston

Scheduled to open in fall 2015, The Godfrey Hotel Boston is the second Godfrey Hotel property developed by Oxford Capital Group, LLC, with the award-winning flagship property having opened in February 2014 in Chicago's River North neighborhood. Oxford is actively evaluating additional locations in a number of major markets around the country. The name Godfrey has a meaning of ?peace? and ?welcome? to travelers. For more information, please visit www.godfreyhotelboston.com. For up-to-date news about the property, follow the hotel's [Facebook](#), [Twitter](#), and [Instagram](#).

About Oxford Capital Group, LLC and Oxford Hotels & Resorts, LLC

Oxford Capital Group, LLC is a national real estate investment, development and management firm. It specializes in high value-added acquisitions, developments and redevelopments with an emphasis on hotels, resorts, conference centers, senior housing and other operationally intensive forms of real estate. Oxford Hotels & Resorts, LLC is Oxford's hotel management company that specializes in operating, managing and branding distinctive, high design lifestyle hotels. Oxford's geographic focus includes the nation's top 24/7 cities including Chicago, New York City, metro Washington D.C., Boston, Los Angeles, San Francisco, and other select markets with unique attributes including Charleston, SC and New Orleans, LA. Oxford and its affiliates have been involved in

approximately \$2.5 billion of real estate and private equity transactions, including approximately 13,000 hotel rooms. Included in its hotel portfolio is a growing collection of upscale, upper upscale and luxury lifestyle hotel brands including Cass, Felix, Godfrey, Essex and newly announced luxury lifestyle brand LondonHouse. For information, visit www.oxford-capital.com.

