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## News Release

### **PUREHD SELECTED AS PREFERRED VENDOR FOR CURATOR HOTEL & RESORT COLLECTION**

**SUDBURY, Massachusetts (April 16, 2021)** -- PureHD announced today that it has been selected as the preferred vendor for Free-to-Guest (FTG) HDTV programming for Curator Hotel & Resort Collection's member hotels. Curator's goal is to help independent hotels thrive, positioning the collection, partners, vendors and their leadership as industry experts and resources for the independent hotel owner, operator, and partner. Curator's platform coupled with PureHD's next-generation technology and superior service makes for an accessible and cost-effective solution for independent hotel owners and operators to optimize their bottom line.

Many of Curator's Founding Member hotels have been independently using PureHD as their preferred Free-to-Guest HDTV programming provider for the past several years. PureHD built a strong rapport with these management and ownership groups through a combination of reliable, efficient technology, along with the highest level of customer support and care. The development of the Curator platform and the partnership with PureHD will streamline the process for independent hotels and operators to select their TV programming provider.

PureHD currently provides services to more than half of the member hotels currently enrolled and on-boarded to Curator's platform, and expects to partner with many more hotels as they join the Collection. PureHD's flexible business models are a key draw for the owners and operators. By working together, Curator Hotel & Resort Collection and PureHD can help support these owners and operators with state-of-the-art technology, while also allowing these independent hotels to retain their identity and what makes them unique.

"PureHD is very pleased to partner with Curator's collection of independent lifestyle hotels and resorts to deliver our cutting-edge guest room entertainment solutions. PureHD was founded under the concept that every hotel is unique, which very much holds true in Curator's collection of properties. PureHD's goal is to deliver a solution customized to each hotel guest's needs on a next-generation, 100% digital, and remotely monitored platform which aligns perfectly with Curator's values," stated Thomas Pullen, President of PureHD.

"At Curator, we pride ourselves on providing programs which deliver the best solutions and cost savings to our member hotels, and we selected PureHD as our preferred partner for its top-tier technology solutions, flexible offerings and differentiated service," said Austin Segal, Vice President, Curator Hotel & Resort Collection. "PureHD is a partner who can deliver personalized, best-in-class entertainment solutions and tailor each experience to the unique needs and budgets of our member hotels."



### **About PureHD LLC**

Headquartered in Sudbury, Massachusetts with offices in Sioux Falls, SD, and Halifax, Nova Scotia, Canada, PureHD is the leading provider of 100% digital, 100% high-definition television and interactive streaming solutions to the hospitality marketplace in the United States and Canada. PureHD provides superior quality and service in delivering HD television programming to the hospitality and commercial market and continues to innovate with new next-generation technology. With DISH Network's EVOLVE® solution, PureHD has worked to improve the guest experience by allowing guests to access their own content by giving them the ability to cast and stream directly to the guestroom television. Through 24/7/365 support and remote monitoring, PureHD has optimized HD system uptimes and minimized on-going maintenance costs. PureHD has installed hotels in 48 states and 4 Canadian provinces. For more information, please call (978) 298-2200 or email us from our web site at [www.purehd.com](http://www.purehd.com).

### **About Curator Hotel & Resort Collection**

Curator Hotel & Resort Collection is a distinct collection of hand-selected small brands and independent lifestyle hotels and resorts worldwide, founded by Pebblebrook Hotel Trust and seven industry-leading hotel operators. Curator provides lifestyle hotels the power to compete together while allowing its members the freedom to retain what makes their hotels unique. It offers independent lifestyle hotels the benefits of associating with other unique lifestyle hotels and brands while participating in best-in-class operating agreements, services, and technology. In addition to Pebblebrook, the founding members of Curator include Benchmark Global Hospitality, Davidson Hospitality Group, Noble House Hotels & Resorts, Provenance, Sage Hospitality Group, Springboard Hospitality, and Viceroy Hotels & Resorts. For more information, visit [www.curatorhotelsandresorts.com](http://www.curatorhotelsandresorts.com).

### **About Pebblebrook Hotel Trust**

Pebblebrook Hotel Trust (NYSE: PEB) is a publicly-traded real estate investment trust ("REIT") and the largest owner of urban and resort lifestyle hotels in the United States. The Company owns 52 hotels, totaling approximately 12,800 guest rooms across 14 urban and resort markets with a focus on the west coast gateway cities. For more information, visit [www.pebblebrookhotels.com](http://www.pebblebrookhotels.com) and follow us at @PebblebrookPEB.

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### **For independent lifestyle owners and operators interested in joining Curator:**

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