



Honor the Heroes of the Game, Preserve its History, Promote its Values & Celebrate Excellence EVERYWHERE

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HOF VILLAGE PARTNERS WITH CRESTLINE HOTELS & RESORTS TO MANAGE HOTEL & CONFERENCE CENTER

HALL OF FAME BRUCE SMITH ALSO JOINS PARTNERSHIP FOR
FOUR-STAR PROPERTY SLATED TO OPEN IN SUMMER 2018

CANTON, OHIO – Hall of Fame Village, LLC, a partnership between the Pro Football Hall of Fame and Industrial Realty Group, has reached an agreement with **Crestline Hotels & Resorts, LLC** to have Crestline co-develop and manage an upper upscale hotel in Hall of Fame Village. Hall of Famer **Bruce Smith** (Class of 2009) is also collaborating in the property that will be a key anchor to the Hall of Fame Village project, a \$500 million development on the Hall of Fame's campus that got underway this past September.

"Hall of Fame Village will be a world class destination and our partnership with a leading hospitality management company is evidence of the high quality planned for the village," **David Baker**, President of the Pro Football Hall of Fame, stated. "It is also gratifying to have a hero of the game like Bruce Smith as a teammate in this project. He represents all of the Hall's values of commitment, integrity, courage, respect and excellence, and brings a great level of talent and expertise to this wonderful project."

"We are excited about the progress at Hall of Fame Village and bringing on Crestline to manage the Hotel & Conference Center and Bruce Smith to be its ambassador," said **Stu Lichter**, President of Industrial Realty Group. "The hotel is a key element in the next phase of development at the project."

Crestline Hotels & Resorts is one of the country's leading and largest independent hospitality management companies. Crestline expects to announce a national flag for the estimated \$100 million luxury four-star

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hotel and conference center in the coming months. Construction will begin on the football-themed property, which will include approximately 250 guest rooms and suites, early next fall with a planned opening in the summer of 2018. Bruce Smith Enterprise LLC is a partner in several other Crestline hotels.

"We are absolutely thrilled to have the opportunity to manage this beautiful new hotel which will surely become a landmark for events at the Pro Football Hall of Fame. We are committed to supporting and promoting the rich heritage of this prestigious organization and are excited to bring Pro Football Hall of Famer, Bruce Smith, as our ambassador/partner for the hotel. We are dedicated to providing an excellent guest experience, but equally as important – ensuring a warm and gracious welcome for the entire Pro Football organization and Canton community," said **James Carroll**, President & CEO of Crestline Hotels & Resorts.

"I am honored and extremely enthused to partner in this choice hotel which will further elevate the Pro Football Hall of Fame by eminently servicing the needs of its distinguished members and devoted fans. As a proud Hall of Famer, and frequent participant in its ceremonies and events, I am delighted to have the unique opportunity to utilize my expertise as a real-estate developer to help create a more pleasurable and luxurious experience for the enshrined and the legions of enthusiasts who journey to Canton to celebrate the Game and its Heroes," shared Smith.

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About the Pro Football Hall of Fame

Located in Canton, Ohio, the birthplace of the National Football League, the Pro Football Hall of Fame's Mission is to **Honor the Heroes of the Game, Preserve its History, Promote its Values, & Celebrate Excellence EVERYWHERE.**

Hundreds of thousands of fans from across the globe travel to Canton annually to experience the exciting museum that chronicles America's most popular sport. Millions more are reached through the Hall of Fame's 100-plus special events held annually outside Canton and through the multiple nationally broadcast programs focused on the selection of the newest Class of Enshrinees and the Enshrinement Weekend. This year, the NFL's **Road to Super Bowl 50** began in Canton during the 2015 Enshrinement Weekend and will continue through the election of the Hall's new class of enshrinees on the eve of the Super Bowl in San Francisco. Now in its third year of traveling, **Gridiron Glory: The Best of the Pro Football Hall of Fame** is a large-scale traveling exhibition that presents a panoramic view of pro football's story and includes hundreds of artifacts from the Hall's expansive collection. Gridiron Glory will be at the Bullock Texas State History Museum from Sept. 26, 2015-Jan.

3, 2016 and is scheduled for three-month stays at various museums and cultural institutions through 2019. Enshrinees from the Class of 2015 along with numerous other Hall of Fame members will receive the spectacular **Hall of Fame Ring of Excellence** by Kay® Jewelers during ceremonies held in NFL stadiums during 13 of the 17 weeks of the 2015 NFL regular season. The **Hometown Hall of Famer™** program presented by Ford honors Hall of Fame heroes with a program and permanent plaque to honor the Hall of Famer's hometown support. Now in its 4th year, the US Army-Pro Football Hall of Fame **Award for Excellence** honors 20 high school students nationally for excellence in community service, academics and athletics. Construction on **HOF Village**, a \$476 million development project, is under way in Canton to transform the Hall of Fame's campus.

For more information about the Pro Football Hall of Fame, please visit ProFootballHOF.com; @ProFootballHOF on Twitter, Facebook, Instagram, and YouTube.

About Industrial Realty Group, LLC

Industrial Realty Group, LLC is among the country's largest owners of commercial and industrial properties with a 100 million square foot portfolio of real estate. IRG, a Los Angeles-based company, owns and operates more than 150 major projects and developments in 28 states. Management offices are located in Angeles, Sacramento, Chicago, Akron/Canton, Cleveland, Columbus, Cincinnati, Detroit, and New York, Los with additional satellite offices in Dallas-Fort Worth, Bradenton, and Baltimore. IRG is nationally recognized as a leading force behind the adaptive reuse of buildings and facilities throughout the nation. Retrofitting otherwise obsolete buildings, corporate campuses, and industrial complexes are among the company's core competencies. For more information, please visit www.industrialrealtygroup.com or find us on LinkedIn, Facebook, Twitter & YouTube.

About Crestline Hotels & Resorts, LLC

Crestline Hotels & Resorts, LLC is one of the nation's largest independent hospitality management companies. Founded in 2000, the company presently manages 98 hotels, resorts and conference and convention centers with 14,805 rooms in 27 states and the District of Columbia. Crestline manages properties under such well-regarded brands as Marriott, Hilton, Intercontinental, Hyatt and Starwood, as well as independent, private label hotels and conference centers throughout the United States. For more information visit: www.crestlinehotels.com.

About Bruce Smith Enterprise LLC

In 2004, Pro Football Hall of Famer Bruce Smith founded Bruce Smith Enterprise, a commercial real-estate firm that specializes in the development of premier mixed-use projects. Headquartered in Virginia Beach, VA, the eponymous firm has developed fine properties throughout the Mid-Atlantic region that feature the cohesive and seamless combination of residential, Class A office, guest and retail space.

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