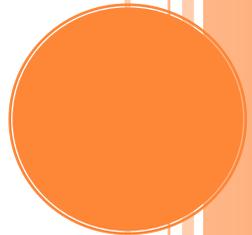


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PRESS RELEASE

Tech and the City:

Miami Beach develops a first of its kind Application Programming Interface (API)

Miami Beach, FL – Imagine having a personal concierge at your fingertips through your Smartphone or tablet that – at the touch of a button - would help you locate a hotel based on its proximity to your favorite type of restaurant or a local salon by how many blowouts they do on a daily basis. You would even be able to – when traveling – find local parks and discover if they had tennis or basketball courts or even how large their green spaces were. Well the future is here and this will all be possible when visiting or living in Miami Beach as the City continues the development of a next-generation interactive application programming interface (API) platform that serves up this information to millions of people around the world.

Miami Beach is the first destination in the country to invest at this level in an API to foster development of Miami Beach-based mobile apps and other future technologies. The API allows app developers to take advantage of, and mine, existing (and real-time) Miami Beach data to create applications that focus on shopping, dining, arts, entertainment, nightlife, sports, music, transportation and other areas.

“It’s no coincidence that Miami Beach is the first city in the country to invest in a content management system of this kind. We may be a City by the beach but Miami Beach is more than fun in the sun,” says Jeff Lehman, Chair, MBVCA. “We take technology seriously and our investment in the sector is designed to take our destination to the next level and provide real-time information residents and visitors can use to have the best experience in our City.”

The City hopes that being on the forefront of technology will lure tech events and conventions to Miami Beach like the recent Hackathon at the University of Miami that drew dozens of app designers and developers who mined the data currently on the API to design apps that will serve residents and visitors.

“Miami Beach is 100 steps ahead of other cities around the world in providing technological transparency like this for businesses, public spaces, and transportation hubs,” says Shawn Moore whose company Solodev is working with the MBVCA to develop the API.

The API platform will support third-party mobile application development for iOS (Apple), Android and Blackberry devices by allowing programmers access to data directly from Miami Beach. The resulting apps will increase tourism by making it easier to find information and plan trips to the City based on very specific, detailed wishes, desires and requests while also learning about new and exciting locations and special offers. Complete development and installation of the API platform is expected later this fall.

The API adds to the City’s other tech developments over the last year: For residents, the City’s smart phone app, **Report It**, allows them to report real-time neighborhood concerns such as graffiti, trash and potholes to the

appropriate government department in a snap; ask a question, make a request/complaint or find answers with just a click. The reports can include a photo and GPS location that will automatically integrate with the City's systematized and prioritized customer support center.

The app is available and free on iPhone, Blackberry, Windows and Android smart phones. Wireless Miami Beach provides free public access Wi-Fi to all residents, visitors, and businesses across the city while also supporting public safety by providing Wi-Fi to laptops in police cars and other government uses.

About Miami Beach

With an average year-round temperature of 75 degrees, Miami Beach has an unrivaled reputation for culinary offerings, nightlife, culture, fashion, and luxurious hotels. Also a popular destination among travelers, Miami Beach was recently ranked by [Trip Advisor](#) as number one on its [Top Winter Sun Vacation Rental Getaway Destinations for 2011](#) list and was included on both the [Top 25 Beaches in the World](#) and [Top 25 Destinations in the U.S.](#) lists. Boasting seven miles of breathtaking beaches, Miami Beach is easily accessible from the Port of Miami and Miami International Airport. Home to unique museums, to the New World Symphony and Miami City Ballet, to over 17,000 luxury, boutique and resort hotel rooms, 12 public parks and to the Miami Beach Convention Center, Miami Beach is a destination for all seasons. Miami Beach is like no other place in the world! Visit [MiamiBeachGuest.com](#) or [MiamiBeachINCARD.com](#) for more information or contact Grisette Marcos at Groquemarcos@miamibeachvca.com.

About Solodev

Solodev is a leading provider of content management software that enables organizations to easily and efficiently manage their online presence. Solodev's enterprise-level content management platform is used to build smart phone applications, interactive websites, social media applications and other online portals designed to reach an ever-growing ecosystem of screens and devices. Solodev software allows users to seamlessly manage mobile, web, social and ecommerce content in one place and runs in the cloud or on premise to provide secure and scalable online solutions. For more information about Solodev, please visit www.solodev.com.



LETTER WRITTEN ON BEHALF OF EXECUTIVE DIRECTOR TO PREFACE ANNUAL EMPLOYEE YEAR-END REPORT

LETTER FROM THE DIRECTOR



As we enter 2017, the Miami Beach Visitor and Convention Authority is proud to have been named North America’s Leading Tourist Board by the prestigious **World Travel Awards**. Competing against other top destinations, Miami Beach was by chosen by over 600,000 industry voters beating out NYC & Company, Arizona Office of Tourism, Destination DC, Hawaii Tourism Authority, Las Vegas Convention and Visitors Authority, Los Angeles Tourism & Convention Board, Visit Orlando and VisitFlorida among others.

In addition, the city continued to be honored with other awards and accolades, winning its first-ever Travvy Award in the “Best Wedding Destination, U.S. & Canada” and for the 3rd consecutive year a coveted Travel Weekly *Magellan* Award, which honored Miami Beach as the best “Beaches” destination in North America. The destination has also been featured in top-tier media all year long including the ***New York Post***, the ***Washington Post***, the ***New York Times***, ***Condé Nast Traveler***, ***Travel + Leisure***, and ***Fodor’s Travel***, among many others. The Beach was covered by journalists in the categories that matter to us: **Leisure & Lifestyle, Global LGBT, Arts & Culture** and **Sports & Entertainment**.

Miami Beach is truly “Like No Other Place in the World,” from our beaches to hotels to our rich culture and unparalleled culinary offerings. We are a cosmopolitan city and a premiere international destination that has the sophistication and the resources to ensure the safety of our visitors. The city’s reputation, place on the world stage and immense likability has successfully mitigated any challenges we’ve faced this year as we continue to protect and defend the Miami Beach brand, moving swiftly and decisively to confront any issues we’ve faced. The MBVCA and the GMBHA joined hands to protect our guests and assure residents and visitors that there is no reason to worry.

As we move into 2017, our focus and strategy remains on point, with targeted campaigns, projects and plans in the works to enhance the lives of residents and provide an enriching experience for visitors especially as our hospitality sector continues to grow exponentially. Miami Beach is teeming with new hotels some of them global

brands, some of them North American debuts. Many luxury international brands, such as Argentina's Faena and Singapore's COMO Hotels and Resorts, have recently made their US debuts in Miami Beach.

As both leisure and business travelers venture to Miami Beach, we're preparing for them with construction underway to completely refurbish the Miami Beach Convention Center (MBCC) to attract more convention business. The convention center is projected to be completed in 2018 and is expected to generate close to \$5 billion over 30 years.

Miami Beach also continues to check its environmental health with sustainable actions by the city as well as private businesses like hotels and restaurants who are doing their part to up their green game with a wealth of eco-friendly programs and packages. In addition, the City of Miami Beach's \$15 million investment in stormwater pumps to mitigate the highest tides on the beach and Pump stations that have minimized flooding have done wonders for quality of life here.

We are excited and thrilled by all the MBVCA board and the City of Miami Beach has accomplished this year and all we have to look forward to in 2017 as we continue to increase our share of the tourism and travel market in the categories that are important to us: Art, Wellness, Culinary, LGBT, Sports and Leisure. We're also looking forward to the wealth of sophisticated and urbane happenings coming our way including the reopening of the Bass Museum, the launch of the Faena Forum, the annual Art Basel art fair and the 2017 World OutGames.



CONTENT DEVELOPED FOR INTERNATIONAL EMPLOYEE BROCHURE

The Diageo Story

Diageo is the world's leading premium drinks company, a business built on the principles and foundations laid by the giants of the industry. Arthur Guinness, Alexander Walker and all those that followed in their footsteps, cared deeply about the people and businesses they fostered.

The strength of Diageo lies in its scale and diversity, and its desire to continuously improve performance. Old and new, large and small, global and local – the depth and breadth of Diageo's product portfolio is second to none. Today Diageo's products are sold in more than 180 countries around the world where consumers want to buy quality.

With almost half of its business now in the emerging economies of the world, Diageo has a strong, balanced platform for growth in the years to come.

Diageo directly employs over 28,000 talented people and enables its partners to sustain many more jobs, supporting global manufacturing, distribution, sales and marketing operations.

Celebrating life

Diageo is passionate about the role its brands play in **celebrating life, every day, everywhere** the world over, and the value created through their continued enjoyment. Diageo's commitment to commercial success is matched by its commitment to preventing misuse, and tackling alcohol related harm.

Diageo shares the goal of the World Health Organization: to reduce harmful use of alcohol by 10% by 2025 and as a result, supports over 370 responsible drinking programs that are making a difference in more than 40 countries. Each year Diageo produces more than 6.5 billion litres of its brands, from more than 100 manufacturing sites in 30 countries.

Learning for Life™, established in Latin America and the Caribbean in 2008, was established to develop education, hospitality, entrepreneurial and life skills training. In 2015, Diageo ran 71 programs in 30 countries, bringing the total number of people trained since its inception to more than 100,000. This training has led to internships and job opportunities wherever possible.

Brands, global and local

Diageo's world of brands is incredible, with a brand for every taste and celebration big or small, a brand *exclusively for everybody™*. Inspired by the world around it, reflecting cultural trends and

pioneering new ones, Diageo's people are able to instil craft and authenticity into products, old and new.

Diageo's innovation in its products and how they bring them to market is a permanent source of growth. Diageo is open-minded to where ideas will come from, combining world-leading technical and research capability with investments in smaller start-ups - partnering with entrepreneurs on new drinks, and on new technology to push capabilities even further.

A culture made of more™

Diageo's culture is rooted in a deep sense of purpose, the personal connections its people have to its brands, relationships with each other and a passion to win. Diageo believes in creating an environment for its people that will stretch, challenge and enable them to grow themselves and the business.

Diageo has a responsibility to actively shape the future. Diageo's people are the company's ambassadors. They show humility, are open to ideas from others, are committed to outstanding teamwork, celebrate success and learn where they can improve.

This entrepreneurial spirit ingrained in the business demands that Diageo's people act like owners – restless, agile and bold in their work. They exhibit the belief and determination of those that have gone before them to provide the best quality products to consumers wherever they are.

Diageo's values, standards and behaviours are at the heart of its culture, and underpin all of people's work, every day, everywhere.

Quality, not quantity

All of Diageo's employees around the world are part of their communities - mothers, fathers, uncles, aunts, brothers or sisters – and care passionately about creating a society free of alcohol related harm.

Diageo knows that for those adults who choose to drink, the moderate consumption of alcohol can be part of a balanced lifestyle. Diageo is proud of the approach it has taken, over decades, to promote moderation and to help tackle irresponsible and under-age drinking. Diageo takes its role seriously. It always has and always will.

Alcohol misuse and related harm is a complex social issue, and there is no 'one-size fits all' solution. Different cultures and societies require different approaches. The one common thread is that the responsibility to address the issue is shared, with everyone having a role to play.



PRESS RELEASE

Puerto Rico Tourism Company: We fought against negative Zika messages and won

SAN JUAN, PUERTO RICO – Determined to fight against a widespread perception of Puerto Rico as the poster child for what was thought to be an alarming growth of Zika infections, the Puerto Rico Tourism company launched an aggressive media educational outreach program in February, activated to dissipate the fears and communicate the real facts about Zika. Collaborating with the Puerto Rico Hotel & Tourism Association as well as the Puerto Rico Hotel TA, the PRTC broke through the Zika hype with a compelling message and strong voice: Facts not Fear. The destination took smart, strategic and tactical steps to ensure that there was a 360-degree, wide-angle view of the entire situation as it really existed on the island and that it was multi-dimensional and truthful.

Citing the fact that Zika was not growing as rapidly as the Centers for Disease Control had projected, the PRTC worked to re-route the Zika conversation, and emphasize on-the-ground reality (less than 1 percent of Puerto Rico's population had the virus) versus unsubstantiated forecasts (the CDC predicted that 25 percent of Puerto Rico's population would have the virus). The numbers ultimately spoke for themselves and validated the PRTC's position as new cases of Zika began rapidly declining in the latter part of 2016. For instance, new cases of Zika infection increased by 4,934 on October 7, 2016 but by December 2, 2016 new cases had increased by only 263, a drastic fall-off.

The World Health Organization declared in November that the Zika virus that spread to more than 50 countries was no longer considered an international public health emergency. We have been able to cut through the hype to reassure visitors that Puerto Rico is a destination where anyone can enjoy a worry-free vacation by taking simple precautions.

The Puerto Rico Hotel & Tourism Association also collaborated with the PRTC to break through the Zika hype with a compelling message and strong voice. An aggressive media educational outreach program was activated to dissipate the fears and communicate the real facts about Zika.

Puerto Rican influencers who came together to spread the word about the island's beauty and offerings, putting Zika in perspective. Broadway star Chita Rivera, TV Host Maria Celeste and Baseball stars Carlos Correa and Ivan Rodriguez and Olympic Gold Medalist Monica Puig are some of the celebrities who spoke out in support of Puerto Rico. Medical influencers also voiced their support for continued exploration and travel, educating travelers about facts over fear. Doctors who helped spread the word included the late esteemed epidemiologist Dr. D.A. Henderson, Distinguished Scholar at the UPMC Center for Health Security in Baltimore, Maryland, Dr. Jason James, Chief of Obstetrics and Gynecology at Baptist Hospital in Miami; and Dr. Joseph Rosado, a Primary Care and Emergency Care Physician in Orange City, FL.

The PRTC has continued working closely with the CDC and the local Department of Public Health to ensure visitors are informed about Zika in Puerto Rico. For more information about the Zika virus in Puerto Rico, visit PuertoRicoNow.SeePuertoRico.com.



SOCIAL MEDIA POSTS FOR GLOBAL LAUNCH OF NEW PROGRAM

Launch Post on Facebook and for Facebook Notes:

Janelle Prieto

Learning for Life is Live on Facebook

Welcome to the Diageo Learning for Life™ Global Facebook page!

Learning For Life™ focuses on employment areas related to Diageo's industry and business value chain. The program covers four main areas: bartending, hospitality, retail and entrepreneurship. Each training program is implemented with local educational, governmental and training organizations across the world.

Our launch on Facebook is essential as we continue to expand globally giving us the opportunity to engage followers, raise awareness for our Learning for Life™ initiatives, showcase the compelling and wonderful success stories, strengthen conversations with program alumni and develop new relationships with potential participants, partners, and other stakeholders.

Learning for Life™ has demonstrated that whether it touches 1, 10 or 100,000 individuals through education and life-skills training, it unleashes a ripple effect that not only enhances the lives of program participants but also the lives of their immediate and extended family members, as well as the communities in which they live.

Did you know that since 2008, Learning for Life™ has...

- Expanded to over 90 programs worldwide in more than 40 countries
- Graduated more than 115,000 individuals
- Achieved 70 percent post-graduation employment rates in 82 percent of programs

Interested in following Learning for Life™ programs around the world? Check out our local market pages in Angola, Colombia, Costa Rica, Dominican Republic, Guatemala, Mozambique, North America, Panama, Peru and Puerto Rico.

Engage with us by "Liking" and sharing the latest news, content, updates, videos, stories and more! Join us on this this journey by using #L4LISLIVE in your posts and comment

Yammer Posts for Diageo about Launch for other key Diageo Employees:

Post #1:

Hi everyone, just wanted to let you know that we're launching a new Global Learning for Life™ Facebook page! The launch of the Facebook pages is two-fold: a Global page, as well as local market pages to support programs in Angola, Colombia, Costa Rica, Dominican Republic, Guatemala, Mozambique, North America, Panama, Peru and Puerto Rico.

As many of you may know, since 2008, Learning for Life™ has impacted many people across the globe and now has 90 programs in over 40 countries with more than 115,000 graduates, bringing opportunities to individuals, families, and communities. The time was right to create a global network of Learning for Life™ Facebook pages.

We are going to post program updates and successes, sharing content immediately while engaging followers and raising awareness for Learning for Life's™ initiatives. We're looking forward to seeing our Diageo community actively engaged. Like, share and follow the latest news, content, updates, videos, stories and more! Celebrate this milestone by using #L4LISLIVE in your posts and comments.

Start by clicking on the links below and help us grow. Thank you.

Hyperlinks here

Post #2:

We hope everyone has been able to check out the recently launched global network of Learning for Life™ Facebook pages. If you haven't, you can easily click on any of the links below.

These pages give Learning for Life™ the opportunity to post content immediately on the global and local level, engage followers, raise awareness for our Learning for Life™ initiatives, showcase compelling and wonderful success stories, contribute to or initiate conversations and develop new relationships with potential participants, partners, and other stakeholders.

The launch is another important milestone for one of Diageo's most effective and successful sustainability programs with approximately 90 programs in over 40 countries with more than 115,000 graduates worldwide.

"Like" and share the latest news, content, updates, videos, stories and more! Use the #L4LISLIVE hashtag so we can track your posts and comments.

We encourage you to visit and "Like" the Facebook pages in the next few days:

Hyperlinks Here

Post #3:

We're so pleased that so many of you have taken the time to visit and "Like" Diageo's new Learning for Life™ Global and local Facebook pages! A lot of work, inspiration and effort has been invested in creating this social media platform and we're thrilled to see so much enthusiasm and support.

We have been able to tell our story and grow with the launch of Learning for Life's™ new Facebook pages.

We are able to share why Learning for Life is one of Diageo's most effective and successful sustainability programs with approximately 90 programs in over 40 countries and more than 115,000 graduates worldwide.

Being able to post content immediately on the global and local level that raise awareness for our Learning for Life™ initiatives, showcase compelling and wonderful success stories, engage in conversations with program participants and alumni and develop new relationships with potential participants, partners, and others is strengthening the core mission of our transformative program.

We look forward to seeing more of you involved and invested in our growth. Do that with your "Likes", and by sharing the Facebook pages. Don't forget to use #L4LISLIVE in your posts and comments.

So if you haven't already, please click on a link of one (or more) of our global network of FB pages



MEDIA BRIEFING FOR CMO INTERVIEW WITH SKIFT MAGAZINE



MEDIA BRIEFING

Media Outlet:	Skift
Format:	Online
Audience Reach:	Unique Visitors Monthly: 469,993
Date:	Wednesday, February 10, 2016
Time:	11:00 AM EST
Contact information:	Dan Peltier; Reporter
Interview Format:	Phone Interview
Logistics:	Call conference number: 1-866-910-xxxx
Duration:	30 minutes

PURPOSE OF THE INTERVIEW:

Skift is launching a new CMO series with the tagline “what keeps CMOs up at night?” and will be interviewing CMOs from across different sectors of travel to get their perspectives on the state of content marketing in their corners of the travel industry and to hear about the challenges they face and successes they've had. Marina MacDonald will speak with Peltier about Red Roof’s content marketing

strategies and tactics from the upscale economy hotel perspective; emerging trends in hotel content marketing and recent wins Red Roof has experienced in this area.

ABOUT SKIFT:

Skift is a travel intelligence company that offers news, information, data and services to professionals in the travel industry and professional travelers. It covers travel industry investments and start-ups, as well as information on destinations, lodging, transportation, cruises and more. Skift also launched its weekly Skift Podcast section, with conversations on the big picture topics in travel.

ABOUT THE REPORTER: Dan Peltier

Peltier is a Reporter for Skift covering Travel. He covers business travel topics ranging from what new perks airlines are offering passengers to emerging trends in technology use across all modes of transportation. He reports on aviation, digital, hospitality and tourism trends and monitor and write about new research that emerges from the travel industry.

POSSIBLE INTERVIEW TOPICS:

- **Successes/unexpected successes**
 - Red Roof continually listens to its guests in order to evolve the brand; consumer acumen and satisfaction ultimately drive our business
 - Red Roof created an upscale economy lodging segment and is continuing to grow
 - This year, Red Roof is accommodating more travelers with an increased number of hotels: 7 new corporate properties and 7 new PLUS+ properties, bringing the number of enhanced PLUS+ properties to 50 across the country
 - Consumers can go more go faster at Red Roof as well, as the company upgrades and expands bandwidth at 60 new hotels
 - Red Roof continues to listen to trends and signals
 - Experiential Travel
 - Bleisure (business leisure)
 - Solo Travel; Multi-generational Travel
 - Voluntourism (volunteer tourism)
 - As a result, the Go More. Go Better campaign was immensely successful. Red Roof's quantifiable results included 355,238,090 in total media impressions and over \$7 million in media value. In addition, guests and fans enthusiastically interacted with our digital site and contests:
 - Social Media Impressions: 2 Million
 - Video views: 5 part launch series: 700,000
 - Memory Maker Launch Contest Entries: 30,000
 - Uploads to site: 2000 User Generated Stories Shared
 - Red Roof is also at the forefront of digital innovation, always identifying news ways to penetrate the market, adapting and excelling in the evolving digital landscape

- Red Roof's Flight Cancellation Coup campaign, a custom built flight-tracking technology enabled by mobile search, has been received Gold awards in prestigious contests in the digital category
- Understanding consumer behaviors, Red Roof is transplanting this technology into a new highway campaign this year, providing customized and targeted info that consumers and business travelers look for

- **Branding and challenges with upscale economy branding**

- The challenge is to always understand consumer behaviors and habits, as well as trends
- From business travelers to solo adventurers, the face of travel is changing every day and Red Roof Inn® is poised to accommodate travelers as they look for upscale economy lodging across the country to accommodate their specific travel needs and interests. This year as more and more people seek out unique, specific and personalized experiences, Red Roof is meeting demand for its brand by going above and beyond to provide services and amenities never experienced before at economy level lodging. Red Roof is acting as its guests' own personal concierge by offering local advice, guidance, tips and information to ensure their stays are incredibly productive, fun and engaging. It's all about the Go More. Go Better.™ movement.
 - Consumers are looking for "more for less"... enhanced and personalized experience that are still wallet friendly
 - Millennials/millennial-minded consumers are going often for activities they love to do that range from running marathons, to bike tours to music festivals and yoga retreats
- Red Roof is really upping its game in 2016, with concierge-like offerings that live up to its upscale economy moniker, offerings that have never been extended to guests at this price point. And solo and bleisure (business/leisure) travelers are poised to take full advantage as they look for and book stays with a brand that's come to be known for its safe, comfortable rooms in convenient locations across the country.
- We're introducing the brand's new Experience pages (currently available in popular cities such as Chicago and San Antonio) that provide super-localized guides and tips on how to enjoy each specific city no matter what a traveler's interests are

- **What's on your worry list and how does that fit in with your goals**

- Red Roof has had positive growth for the past two years... double digit sales each year. It's tough to keep upping those numbers but we're up for the challenge

- **Is Facebook marketing dead? What about Twitter or Instagram, Snapchat etc.**

- Red Roof hosts 360 degree campaigns, using every medium to reach its guests.

Last year we launched the successful #GMGB Instagram campaign and this year Red Roof is hosting a #GoMoreGoPets Instagram giveaway in February

ANDREA MARIE THOMPSON

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