



NEWS RELEASE

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ASHFORD AND PURE WELLNESS ROOMS NAME INDUSTRY VETERAN LARRY HALL AS PURE WELLNESS' CEO TO DRIVE NEXT STAGE OF BUSINESS GROWTH

BUFFALO, NY – October 22, 2018 – Ashford Inc. (NYSE American: AINC) and Pure Wellness Rooms (“Pure Wellness” or the “Company”) announced today that hospitality industry veteran Larry Hall joined Pure Wellness as its new Chief Executive Officer. Hall is taking the helm of Pure Wellness at a time when there is growing demand for health and wellness offerings in the hospitality industry. With a solid foundation in place, Hall will focus on driving significant growth for Pure Wellness as the Company further solidifies its market position as a leading provider of wellness-oriented hotel rooms in the United States.

Hall brings over three decades of leadership experience in global hospitality and service-based organizations. He has a solid track record of business acceleration and innovation, and joins Pure Wellness from Koridor, where he served as the Chief Executive Officer and led the financing, positioning, and launch of the consumer-facing hospitality technology start-up.

Prior to joining Koridor, Hall served as President and Chief Executive Officer at PAR Springer-Miller Systems, Inc., a leading provider of comprehensive software and technology services to the global hospitality and spa industries, from 2008 until 2015. He also served as Chief Executive Officer of HBSi from 2004 until 2007. Previous positions include leadership roles at Talus Solutions, the global leader in revenue management solutions, and ITT Sheraton

Corporation. He speaks and lectures frequently on innovation, entrepreneurship, and growth, and served on various Boards, including the Pillsbury Institute for Hospitality Entrepreneurship at Cornell University, Umapped, Social Tables, and Safetyt. Hall holds a B.S. in Hotel Administration from Cornell University.

“I take great pride in the opportunity to lead Pure Wellness through their next phase” commented Hall, Pure Wellness Chief Executive Officer. “Pure Wellness represents the thought leader in hotel wellness, and with the encouraging trends in wellness, I believe Pure has tremendous potential for continued growth, innovation, and industry leadership. I look forward to working with our customers to help them achieve the service, wellness, and guest expectations they seek.”

“Larry’s successful track record, strategic vision and proven leadership abilities are all qualities that make him uniquely qualified to take Pure Wellness to the next stage of growth,” commented Monty J. Bennett, Ashford Inc.'s Chairman and Chief Executive Officer. “We believe his background, experience and management style will have a positive impact in the near and long term as Pure Wellness makes health and wellness an industry-standard.”

Ashford Inc. owns a 70% controlling interest in Pure Wellness, and provides global asset management, investment management and related services to the real estate and hospitality sectors. As of September 30, 2018, Pure Wellness has contracts in place with 195 hotels (approximately 2,832 rooms) throughout the United States, including 75 hotels owned by Ashford's advised REIT platforms.

About Pure Wellness Rooms

Leading hotel brands across the US trust PURE Wellness technology to purify the air and surfaces in their rooms. Using a patented 7-step process, guests are assured that every surface is specially treated and that a medical grade air purifier eliminates airborne particles, removing 99.99% of irritants so guests can sleep better and be at their best. Hotels that offer Pure Wellness Rooms are earning increased revenues from health-conscious customers.

Follow Chairman and CEO Monty Bennett on Twitter at www.twitter.com/MBennettAshford or @MBennettAshford.

Ashford has created an Ashford App for the hospitality REIT investor community. The Ashford App is available for free download at Apple's App Store and the Google Play Store by searching "Ashford."

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