



FOR IMMEDIATE RELEASE

REMINGTON HOSPITALITY ASSUMES MANAGEMENT OF SENNA HOUSE

Senna House Marks the Management Company's First Property in Scottsdale and Continued Expansion of Lifestyle Offerings

Dallas, TX — August 29, 2023 — [Remington Hospitality](#), a leading hotel management company, today announced its agreement to manage operations at [Senna House Hotel located in Scottsdale, Arizona](#), marking the company's first property in Scottsdale and fourth in Arizona. The collaboration also underscores Remington's ongoing expansion into the lifestyle hotel sector. This is Remington's second partnership with hotel owner [OpWest Partners](#), a multi-disciplined investment and development firm focusing on real estate and lifestyle assets.

The latest addition to Curio Collection by Hilton, Senna House brings a high-end boutique lifestyle hotel to Scottsdale's entertainment district featuring a modern design with a local flair. The property boasts 169 spacious chic bedrooms featuring modern amenities for luxurious comfort. Guests will have access to the second-floor Sonora Swim Club with striking views of Camelback Mountain, featuring a rooftop pool, cabanas and lounge chairs, and an outdoor bar with a signature cocktail experience. To complement these lifestyle and wellness offerings, the hotel restaurant, CALA, offers an array of modern coastal cuisine and cocktails. CALA has become a popular dining and nightlife destination and includes one of Scottsdale's premier patio experiences.

"We are thrilled to add Senna House Scottsdale to our portfolio, especially with the rising popularity of lifestyle hotels," says Keith Oltchick, Chief Development Officer of Remington Hospitality. "Our commitment to curating memorable experiences aligns perfectly with the hotel's unique charm and upscale amenities. This partnership exemplifies Remington's dedication to delivering unparalleled hospitality which we are excited to bring to the premier destination of Scottsdale."

"We are excited to partner with Remington Hospitality on another best-in-class lifestyle hotel," says Tyler Kent, Principal and Managing Director of OpWest. "The Senna House is a truly authentic destination that reflects the local culture and delivers a desert modern design. Remington's heightened focus in the lifestyle space, combined with their disciplined approach to quality should drive the future success of this special hotel."

"Senna House offers a complete urban escape rooted in luxurious rest, energizing adventure, and cultural connections. Located in the heart of Old Town Scottsdale, the hotel is within walking distance of local attractions such as Old Town Scottsdale, Fashion Square Mall, Scottsdale Stadium, golf courses, luxurious spas, and a diverse array of world-class restaurants, making this the perfect location for staycations, corporate travel, and weekend getaways alike.

###

About Remington Hospitality

Remington is a dynamic hotel management company providing genuine hospitality and expertise in property management. Founded in 1968, the hospitality group has grown into a strong, industry-leading service provider and today manages 128 hotels in 27 states and Washington, D.C., across 24 brands, including 18 independent and boutique properties. Remington believes its people are the ultimate source of competitive advantage. The organization has a reputation for consistently delivering outstanding results to owners, investors, brands, guests, and associates. As a result of our success, Remington has become the place Where Passionate People Thrive. Visit www.remingtonhospitality.com to learn more.

Forward-Looking Statements

Remington is a subsidiary of Ashford Inc. (NYSE American: AINC) ("Ashford"). Certain statements and assumptions in this press release contain or are based upon "forward-looking" information and are being made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements in this press release include, among others, statements about Remington's expansion into the lifestyle hotel sector, Remington's heightened focus in the lifestyle space, the future success of the Senna House Hotel, Remington's expansion into other hospitality verticals, Remington's future direction and focus, Remington's strategy and future ventures and plans, and Remington's current and future operations, development and growth. These forward-looking statements are subject to risks and uncertainties. When we use words "will likely result," "may," "anticipate," "estimate," "should," "expect," "believe," "intend," or similar expressions, Ashford and Remington intend to identify forward-looking statements. Such statements are subject to numerous assumptions and uncertainties, many of which are outside Ashford's and Remington's control.

These forward-looking statements are subject to known and unknown risks and uncertainties, which could cause actual results to differ materially from those anticipated, including, without limitation: Ashford's ability to maintain compliance with NYSE American Listing standards, Ashford's ability to regain Form S-3 eligibility, Ashford and Remington's ability to repay, refinance or restructure their debt and the debt of certain of their respective subsidiaries; anticipated or expected purchases or sales of assets; Ashford's and Remington's projected operating results; completion of any pending transactions; Ashford's and Remington's understanding of their competition; market trends; projected capital expenditures; the impact of technology on Ashford's and Remington's operations and business; general volatility of the capital markets and the market price of Ashford's common stock and preferred stock; availability, terms and deployment of capital; availability of qualified personnel; changes in Ashford's and Remington's industry and the markets in which Ashford and Remington operate, interest rates, inflation or the general economy; and the degree and nature of Ashford's and Remington's competition. These and other risk factors are more fully discussed in Ashford's filings with the Securities and Exchange Commission.

The forward-looking statements included in this press release are only made as of the date of this press release. Such forward-looking statements are based on Ashford's and Remington's beliefs, assumptions, and expectations of Ashford's and Remington's future performance taking into account all information currently known to Ashford and Remington. These beliefs, assumptions, and expectations can change as a result of many potential events or factors, not all of which are known to Ashford or Remington. If a change occurs, Ashford's and Remington's business, financial condition, liquidity, results of operations, plans, and other objectives may vary materially from those expressed in Ashford's and Remington's forward-looking statements. You should carefully consider this risk when you make an investment decision concerning Ashford's securities. Investors should not place undue reliance on these forward-looking statements. Neither Ashford nor Remington can give assurance that these forward-looking statements will be attained or that any deviation will not occur. Neither Ashford nor Remington is obligated to publicly update or revise any forward-looking statements, whether as a result of new information, future events or circumstances, changes in expectations, or otherwise, except to the extent required by law

Media Contact

UpSpring PR

remington@upspringpr.com

646-722-8146 x 126