



**Jay Keller Named Chief Operating Officer
For Strand Development Company, LLC and Strandco, Inc.**

(Myrtle Beach S.C.) October 8, 2015- Jay Keller has been named Chief Operating Officer for Strand Development Company, LLC and Strandco, Incorporated. The announcement was made on Tuesday, October 6 by John Pharr, the President of Strand Hospitality Services.

A 25-year veteran of the hospitality industry, Keller started with Strand as a Regional Director of Operations and most recently served as the Vice President of Operations. During his time as Vice President of Operations Keller has been a key leader in the company's growth as well as achieving recognition for Strand on a national level. While managing the responsibilities of Vice President of Operations, he has taken on all of the Strand Hospitality new development projects, including the successful Hampton Inn & Suites in Fort Mill, S.C. and the Home2 Suites in Greenville, S.C. which recently opened.

"Jay is an extremely experienced, talented and versatile executive whose leadership skills have resulted in superior performance for our hotels," said John Pharr, President of Strand Hospitality Services. "His demonstrated ability as the Vice President of Operations makes him the perfect Chief Operating Officer."

"It's a great privilege to step into the role as Chief Operating Officer and I am honored by the opportunity. I look forward to working with Mr. Pharr and the entire operations team building the future for Strand," said Keller.

Since becoming the Vice President of Operations, Keller has had a huge impact on the development of operating strategies, senior level management, owner relations and financial results of the properties managed by Strand Hospitality Services. In addition, he heads all national purchasing programs, development and capital improvement needs for the company.

Prior to joining Strand Keller held the position of Regional Manager for Brilyn Hotels and also served as a District Manager with Prime Hospitality. He started his career in food and beverage, earning his Certified Chef designation and headed several F&B operations with revenues in excess of \$1.5 million annually.

Jay is C.H.A. certified and has an Associate degree from Sinclair in Business Administration as well as continued education through The Ohio State University.

Jay and his family reside in Charlotte, NC.

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About Strand Hospitality: With headquarters shared between Charlotte and Myrtle Beach. Strand also has operations in Atlanta. Founded more than 45 years ago, the company began as a developer/owner of full-service Holiday Inns, gradually moving into third-party management. Today with nearly 40 hotels in its management portfolio, the company is one of the few major operators that focus entirely on third-party management. The company specializes in the two to four-star hotel segments and is approved to operate hotels under all the leading hotel brand families including; Marriott, Hilton, Starwood, Wyndham, Choice and IHG.
<http://www.strandhospitality.com>