

GEOLO CAPITAL PROMOTES CHIEF FINANCIAL OFFICER OMAR PALACIOS TO CHIEF OPERATING OFFICER AND APPOINTS BEN GOTTLIEB PRINCIPAL

SAN FRANCISCO (July 19, 2016) – San Francisco-based [Geolo Capital](#) announced today the promotion of Omar Palacios to Chief Operating Officer and the hiring of Ben Gottlieb as Principal to support the company’s increasing footprint and growth initiatives in the hospitality real estate market. The private equity investment group focuses on four core service-related industries: hospitality, health and wellness, consumer products and entertainment. In his new role, Palacios will oversee the asset management and construction functions and continue as Chief Financial Officer, overseeing finance, accounting and M&A transaction documentation functions for the fund. Gottlieb’s responsibilities will include asset management, acquisitions and business development.

“In his short time with us, Omar has demonstrated his strength as a leader by developing important relationships with our investment partners and has played an important role in our transactions and value enhancement efforts of our core investments. I am also thrilled to have Ben join our team,” said John Pritzker, founding partner and director of Geolo Capital. “With their extensive financial track record and operating expertise in the hospitality industry, I am confident they will help strengthen our bench as they further our continued success and help to position Geolo’s future.”

Palacios has more than 25 years of experience in finance, domestic and cross-border transactions, and debt and equity capital markets. Prior to joining Geolo last year, he served as Chief Financial Officer of Playa Hotels & Resorts, Fairfax, Va., where he led the company’s refinancing and recapitalization efforts. Prior to that, he was Chief Financial Officer of One&Only Resorts, Fort Lauderdale, Fla., and held various positions at One&Only’s parent company, Kerzner International Ltd., Fort Lauderdale, Fla., including key roles in finance, treasury and investor relations. He holds a Bachelor’s degree from the University of Miami and is a member of the Dean’s Advisory Board of the Rosen College of Hospitality Management at the University of Central Florida in Orlando, Fla.

Prior to joining Geolo, Ben Gottlieb served as Vice President, Acquisitions at AJ Capital Partners, Chicago, Ill., where he focused on the acquisition, financing, development and asset management of boutique hospitality projects in leading resort, urban and university-anchored markets and was a founding member of Graduate Hotels. Gottlieb began his career at Morgan Stanley, Tokyo, where he served as a Senior Analyst in the Panorama Hospitality Division managing a \$5.7 billion portfolio of hospitality investments throughout Asia Pacific and Europe. Gottlieb received a Bachelor of Arts degree from University of Michigan and a Master of Business Administration from Cornell University.

About Geolo Capital

San Francisco-based Geolo Capital (www.geolo.com) is the private equity investment arm of the John A. Pritzker family, continuing a four generation unmatched record of creating, investing in and building a diversified portfolio of consumer-focused companies. From its legacy involvement helping to grow Ticketmaster, to founding Mandara Spa and Commune Hotels and Resorts, Geolo Capital's mission is to cultivate enduring world-class brands in four core industries – hospitality, entertainment, health and wellness, and consumer products. Geolo combines operational expertise, strategic vision and highly targeted capital to create long-term value for the companies in which it invests.

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