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Two New Clients Added to Ward's Roster

HOUSTON (March 17, 2016) - [Ward](#), an award-winning, top 10 Houston-based public relations and marketing firm, recently added Capsa Ventures' Fourth&, a 130,000-square-foot condominium and mixed-use community development located in East Austin, and Sotherly Hotels Inc.'s relaunch of The Whitehall, formerly the Crowne Plaza Houston Downtown, to its client roster.

"We're excited to be working with both Fourth& and Sotherly Hotels' The Whitehall and we look forward to raising the public profiles of both entities and helping cause communication for them with their most important audiences," said Deborah Buks, president of Ward.

Capsa Ventures, LLC is an Austin-based real estate developer focused on creating sustainable urban projects in fast growing medium sized markets. The company's Fourth& project is redefining "quality of life," providing both residents and businesses a more meaningful urban experience. Situated on 2.2 acres in East Austin at the corner of 4th Street and Chicon, Fourth& is the only real estate development in Austin that offers micro-loft condominiums and flexible commercial spaces providing residents a full life with a small footprint. Built to Austin Energy's Green Building Program standards, Fourth& includes 97 residential condominium units and 42,000 square feet of street level commercial space all sheltered by a wealth of solar panels on the roof. When completed in 2017, Fourth& will be among the largest mixed-use developments in East Austin. Visit their website at FourthAndAustin.com for more information.

Sotherly Hotels, Inc., is a self-managed, self-administered lodging REIT focused on acquisition, renovation, upbranding and repositioning of upscale/upper scale full-service hotels in the Southern United States. Sotherly's existing portfolio of investments includes 12 hotel properties with a combined 3,011 rooms. The majority of Sotherly's properties operate under the Preferred Hotels and Resorts, Hilton Worldwide, Intercontinental Hotels Group and Starwood Hotels and Resorts brands. In November 2013, Sotherly acquired the Crowne Plaza Houston Downtown, formerly The Whitehall, and began a \$4.8 million renovation of guest rooms, public spaces and food and beverage spaces in 2014. The renovations will be completed in early 2016 and the hotel will be rebranded The Whitehall.

About Ward

A Houston-based communications consultancy and partner of the international Worldcom Public Relations Group, Ward causes communication, both internal and external, that causes intended results through media relations, community relations, crisis communications, employee relations, social networking, marketing communications and more. The award-winning Texas public relations firm serves business-to-business and consumer clients. Founded in 1990, the firm has experienced steady growth and gained a reputation for producing excellent results with a strong commitment to client service. Visit www.WardCC.com for more information.

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