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**PINK SHELL BEACH RESORT & SPA'S RECREATIONAL PROGRAMS
OFFER FUN AND EDUCATIONAL FAMILY-FRIENDLY YEAR-ROUND ACTIVITIES**

ESTERO ISLAND, Fla. — Pink Shell Beach Resort & Spa has been an American beach tradition for more than 50 years, catering to the needs of generations of families with children of all ages. The resort prides itself on providing a fun, memorable resort experience, while creating new traditions.

The Pink Shell Beach Resort & Spa has recently completed the second phase of a multi-million dollar transformation, which includes the White Sand Villas, a nine-story, 92-unit luxury condominium resort.

One of the recently added amenities to the Pink Shell that is sure to become a family favorite is the “Octopool” at White Sand Villas, our signature zero-entry and undersea fantasy, features waving sea grasses, colorful tropical fish, coral reefs, starfish, seahorses, sculpted sea sponges, a coral encrusted archway with waterfall, a life size octopus with illuminated eyes and a large conch shell fountain accented by smaller fountains.

Another reason that the Pink Shell is the premier resort for families and couples offering fun, adventure and relaxation is KiddsKampp®, an adult-supervised children and youth program designed to offer fun, kid-friendly activities, while providing parents with free time to enjoy spa treatments, waverunner outings or an afternoon of fishing. Children ages 4-11 are encouraged to participate in KiddsKampp®, which promotes team building through group activities.

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The program provides a meal, craft and a take-home prize. Pre-registration is recommended; the daily fee to participate in the program is \$30. KiddsKampp® operates Mondays through Saturdays from 9 a.m. to 1 p.m. Youngsters 12 and over are invited to put on their KiddsKampp® “helping hats” and become a member of the Junior Recreational Attendant Program.

To welcome the resort’s younger guests, Pink Shell’s mascot “Sparky the Cat” will greet youngsters. Themed activities are created daily and include such educational programs as *A Whale of A Time*, which allows children the opportunity to explore all the “big things” in nature, from dinosaurs to hippos; *Pirates of the Caribbean*, will have kids walking the plank and searching for hidden treasure; *Let’s Have a Party* lets kids get creative by having them choose the KiddsKampp® theme for the day; *Spy KiddsKampp* offers a fun time as children go on a mystery-solving scavenger hunt; and *Starz Search* puts the children front and center to share their talents with their new friends. Additional themes include *Splish Splash*, *Yucky Goopy Kampp*, *Reach For the Stars*, *Rock On*, *Space Race*, *Amazing Races*, *Lions & Spiders & Bugs*, *Oh My!*, and *Kraft Kampp*.

To make a family vacation more affordable, the new Pink Shell Beach Resort & Spa has created the *Sand Dollar Package* – the perfect way for families and guests to enjoy deluxe accommodations and up to a \$60 per day fun credit to be used at any outlet on the property, including restaurants, water sports rentals, marina rentals, bike rentals, and the Edison/Ford Home Tour. Sand Dollar package rates start at \$305, per night, based on double occupancy.

“Pink Shell’s recreation center is committed to enhancing our guests’ vacation experience and ensuring that our recreational activities provide enjoyable and lasting memories for years to come,” said Danielle VanCoeur, recreation director, Pink Shell Beach Resort & Spa. “The resort’s KiddsKampp® and recreational programs offer families a selection of activities to delight all ages.”

Recreational activities are available every day of the week for families seeking to spend quality time together. Activities range from creating shell picture frames made from the shells that adorn the resort’s sandy, white beaches to designing their own T-shirt, to an ice cream buffet. In addition, the recreation department offers a variety of other activities for families to enjoy together, such as poolside bingo, conch shell blowing, sandcastle contests, face painting, and footprints in the sand. Also, the recreation center offers Junior fishing pole rentals and movie and board game rentals.

VanCoeur and her staff can also celebrate birthday parties for guests that include great fun with face painting, balloons and a clown visit for little ones. Holidays bring extra fun activities including Christmas stocking-decoration, Easter egg-dying and egg-hunting and cookie decorating activities.

Valentine's Night Camp allows parents to enjoy a romantic evening while the kids have a fun-filled evening of games and crafts.

Families seeking more adventurous activities will find the resort's selection of water sports including parasailing, kayaking, waverunners, water skiing, paddle boats, Aquacycles, dolphin adventure tours and power boat rentals the perfect match. For additional water fun, families can visit the marina and enjoy a sunset cruise or a day of fishing in the back bays that surround the Pink Shell. For a more eco-friendly and educational family experience the resort offers ecological excursions including shelling trips, guided kayaking and bird watching tours/guided tours of J.N. "Ding" Darling National Wildlife Refuge, and kayaking excursions through the area's waterways, mangroves, coastal bays and coves that are teeming with tropical wildlife.

About Pink Shell's Recreation Department

Pink Shell Beach Resort & Spa's recreation department is under the direction of Danielle VanCoeur, a seasoned professional who has created recreational resort programs for nearly five years. A native of Wernersville, Penn., VanCoeur brings an extensive background in recreational and educational planning for resorts throughout Southwest Florida. She plans to expand the resort's current recreation program by introducing new and innovative adult guest programs such as aqua-yoga and aqua-tai chi.

About Pink Shell Beach Resort & Spa

The 12-acre Pink Shell Beach Resort & Spa is the new four star experience on Estero Island, located within the beaches of Fort Myers & Sanibel, along the Gulf of Mexico and enjoys a rich history of being a popular resort in Southwest Florida for more than 50 years. With a variety of activities for the entire family, Pink Shell sits on 1,500 feet of pristine beach and offers such activities as sailing, dolphin adventure tours, Yamaha WaveRunners®, parasailing, kayaks, tennis, fishing, sunset cruises and specialized recreation programs for all ages. The resort is owned by Boykin Lodging Company (NYSE: BOY), a Cleveland, Ohio based real estate investment trust that focuses on the ownership of full-service, upscale commercial and resort hotels, and is managed by Boykin Management Company, also of Cleveland, Ohio. For more information contact the Pink Shell Beach Resort & Spa, 275 Estero Boulevard, Fort Myers Beach, FL 33931, Telephone: 888-309-2919; or visit the web site at www.pinkshell.com.

Boykin Lodging Company is a real estate investment trust that focuses on the ownership of full-service, upscale commercial and resort hotels. The Company currently owns interests in 25 hotels containing a total of 7,417 rooms located in 16 states, and operating under such internationally known brands as Doubletree, Marriott, Hilton, Radisson, Embassy Suites, and Courtyard by Marriott among others. For more information about Boykin Lodging Company, visit the Company's website at <http://www.boykinlodging.com>.

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