



FOR IMMEDIATE RELEASE

Palm Holdings Inc. Announces Soap Recycling Partnership With Clean the World

Hygiene Products to be Recycled for the Benefit of Disadvantaged People in North America and in Developing Regions Around the World

Toronto, Canada (January 9, 2017) – Palm Holdings North America announced today it has entered into a partnership with Clean the World to collect and recycle hotel soap and bottled amenities that will help fight the spread of hygiene-related illnesses. Clean the World is a social enterprise dedicated to changing lives while simultaneously diverting hotel waste from landfills. The discarded items collected from Palm Holdings Hotel properties will be hygienically recycled and then distributed to people who are at risk of contracting preventable diseases. All Palm Holdings businesses are actively engaged in the community supporting both environmental and philanthropic causes.

"We are thrilled to announce this partnership with Clean the World and whose commitment to a long term sustainability strategy is clearly aligned with those of Palm Holdings" said Anish Taneja, Senior Vice President, Construction and Project Management, Palm Holdings.

"Our Company Culture is one which embraces inspiring all our Hotel associates and guests to support such innovative conservation initiatives and making a contribution to protect the planet and resources"

Since 2009, Clean the World's global operation has contributed to a 30 percent reduction in pre-adolescent deaths from hygiene-related illnesses by providing soap and hygiene education to make hand washing a lifelong habit and encourage vigorous childhood development.

"It's hard for most of us to imagine how important soap is to people who are struggling," said Shawn Seipler, founder and CEO of Clean the World. "The folks at Palm Holdings get it, and we are thrilled to have them join us at this level. By making a commitment to our sustainable, socially responsible program, Palm Holdings will turn trash into treasure and help change lives around the world."

About Palm Holdings

Palm Holdings is an international hospitality and commercial development company specializing in acquiring, improving and managing hotels across North America and the United Kingdom. The family controlled company offers a wide range of business services including Palm

Hospitality, an international hotel management and consultancy company; Palm Construction specializing in capital improvements, new developments and retrofits for hotels; as well as Palm Ventures, an equity services firm dedicated to acquiring and holding hospitality related real estate. Palm Holdings is one of the fastest growing hospitality firms with a portfolio spanning across three countries in the United States, Canada and the United Kingdom.

For more information about Palm Holdings please contact Paul Sutton at Paul@palm-holdings.com.

About Clean the World

Clean the World is a social enterprise dedicated to the mission of saving millions of lives around the world while simultaneously diverting hotel waste from landfills. The organization collects discarded soap and other hygiene products from more than 4,000 hotel and resort partners and operates recycling centers in North America, Asia, and Europe. Clean the World provides hygiene education and microlending to make hand washing and local soap purchases a lifelong habit in developing regions. Through its hygiene kit program, Clean the World provides personal care items to relief organizations throughout North America. Since 2009, more than 36 million bars of Clean the World soap have been distributed in 100 countries. More information: www.cleantheworld.org

Palm Holdings is pleased to announce The Clean the World Program at the following Hotels:

Canada:

Courtyard by Marriott Waterloo St. Jacobs
marriott.com/ykfcy

Holiday Inn Express & Suites Halifax-Bedford
www.hiexpresshalifax.com

Travelodge Niagara Falls By The Falls
www.travelodgebythefalls.com

TownePlace Suites by Marriott London
www.towneplacelondon.com

Quality Suites London
www.choicehotels.ca/cn299

U.S.A:

The Inn at Calypso Cay
www.calypsocayorlando.com

Holiday Inn Express & Suites Naples
www.hiexpress.com/naplesdwtnfl