



ASHFORD

HOSPITALITY PRIME

NEWS RELEASE

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ASHFORD PRIME TO PRESENT AT THE JMP FINANCIAL SERVICES & REAL ESTATE CONFERENCE ON TUESDAY, SEPTEMBER 30, 2014

DALLAS, September 29, 2014 -- Ashford Hospitality Prime, Inc. (NYSE: AHP) (“Ashford Prime” or the “Company”) today announced that its Chief Financial Officer, Deric Eubanks, is scheduled to participate in the 2014 JMP Financial Services & Real Estate Conference to be held at the St. Regis Hotel in New York, NY. The presentation is scheduled for Tuesday, September 30, 2014 at 4:00 p.m. ET.

A live audio webcast of the presentation will be available on the Company's website at www.ahpreit.com or <http://wsw.com/webcast/jmp25/ashford/>. An online replay will begin shortly after the live event ends and will be available for 90 days following the live presentation.

Ashford Hospitality Prime is a conservatively capitalized real estate investment trust (REIT) focused on investing in high RevPAR full-service and urban select-service hotels and resorts located predominantly in domestic and international gateway markets.

Follow Chairman and CEO Monty Bennett on Twitter at www.twitter.com/MBennettAshford or @MBennettAshford.

Ashford has created an Ashford App for the hospitality REIT investor community. The Ashford App is available for free download at Apple's App Store and the Google Play Store by searching “Ashford.”

Certain statements and assumptions in this press release contain or are based upon "forward-looking" information and are being made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to risks and uncertainties. When we use the words "will likely result," "may," "anticipate,"

"estimate," "should," "expect," "believe," "intend," or similar expressions, we intend to identify forward-looking statements. Such statements are subject to numerous assumptions and uncertainties, many of which are outside Ashford Prime's control.

These forward-looking statements are subject to known and unknown risks and uncertainties, which could cause actual results to differ materially from those anticipated, including, without limitation: general volatility of the capital markets and the market price of our common stock; changes in our business or investment strategy; availability, terms and deployment of capital; availability of qualified personnel; changes in our industry and the market in which we operate, interest rates or the general economy; and the degree and nature of our competition. These and other risk factors are more fully discussed in Ashford Prime's filings with the Securities and Exchange Commission.

The forward-looking statements included in this press release are only made as of the date of this press release. Investors should not place undue reliance on these forward-looking statements. We are not obligated to publicly update or revise any forward-looking statements, whether as a result of new information, future events or circumstances, changes in expectations or otherwise.

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