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***Eastern Hospitality Advisors to Rename & Rebrand Company to Eastern Companies***

**The Construction Firm Will Rebrand itself & its Subsidiaries to Allow for Streamlined Expansion & Continued Growth in U.S. Markets**

**Buffalo, NY – October 15, 2019** – Eastern Hospitality Advisors, a leading provider of turn-key construction management services, announced today the launch of its new corporate brand identity and company name, now Eastern Companies, with a redesigned logo, and plans for a new website. Eastern's leadership determined the need to update and refresh the brand to better align with the company's current positioning and core competencies. This brand launch comes at a time when the company is evolving its service offerings, expanding its reach into several United States markets, and celebrating its 35<sup>th</sup> anniversary.

"In the last few months, Eastern Companies has successfully extended its service offerings while broadening our own U.S. footprint across the Eastern United States, as well as other markets, adding to our portfolio in Tennessee, Texas and Florida," said Shane Vanstrom, CEO of Eastern Companies. "Our new name reflects the all-encompassing solution to the market and our new website and brand identity better reflects our market-leading position, and clearly demonstrates the full-scale lifecycle of services we bring to our clients throughout the United States. We build more than just hotels and our brand should reflect that." The company announces four divisions under the Eastern Companies name: Eastern Hospitality Advisors, Eastern Construction, Eastern Development, and Eastern Procurement.

Designed to work effortlessly across digital and physical channels, the new logo shows a crest and gives a nod to the first ever logo, that is associated with the fourth-generation family company, the first of which was started in 1927. Further, the crest also submits a dual representation, as it also denotes a shovel breaking ground – symbolic of the company leading into new locations and new horizons, to help clientele through their suite of services, to break barriers, and build their own successes through commercial development.

The redesigned website will feature easy-to-navigate pages and updated, simplified messaging. The visual design will showcase and celebrate Eastern Companies new brand and diversified portfolio, while the layout is structured to provide a seamless user experience. The site also better highlights the full suite of services Eastern Companies offers, including expert advisory, pre-construction services, construction services, and FF&E procurement and installation to help clients achieve their development, construction, and business goals.

"While our name remains the same, our logo and website have changed significantly to better represent who Eastern Companies is and the value we bring to the market for our clients," commented Sam Lagambina, President of Eastern Companies. "Our new identity is established, progressive, and professional — words we would use to describe not only our company but also the solutions we provide to companies and our clients who are looking to create their own success."

In April of 2019, the company announced that Founder, Doug Vanstrom, had retired. Doug remains on the team as an Advisor, working closely with the team and clients. Shane Vanstrom was promoted into the CEO position and Mr. LaGambina advanced as President. Doug says of the leadership changes, "Shane and Sam

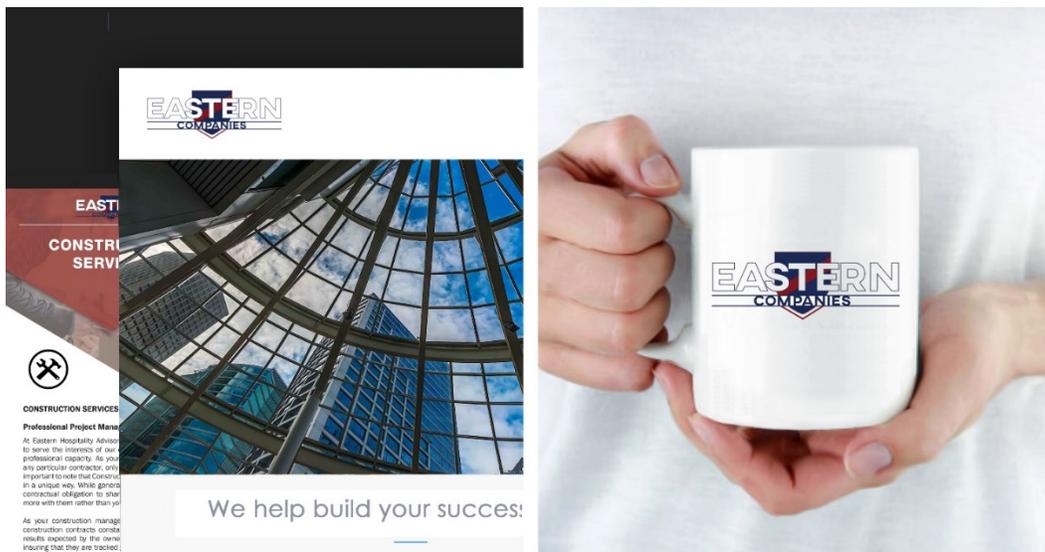
are proven and respected leaders who have delivered strong operating results through a relentless commitment to our clients and to our people. I am confident that they will lead this company to great success in the years to come.”

To help inform external audiences about the brand change, Eastern Companies has developed a special landing page at <http://www.eastern-companies.com/eastern-companies-brand/>

### About Eastern Companies:

Eastern Companies is a full-service parent company to development, construction, procurement and hospitality related service subsidiaries active throughout Western New York and the United States. Headquartered in Buffalo, Eastern offers turn-key contracting services. As the preferred construction concierge, Eastern approaches each client with dedicated passion, unmatched talent and an international cultural understanding to help clients build success. Eastern Companies has been built on a foundation of trust, reputation, experience and financial stability. Trusted for 35 years, Eastern Companies is known for its expertise, spanning commercial construction and development industries. For more information, please visit: [www.eastern-companies.com](http://www.eastern-companies.com)

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1927  
Albert Vanstrom

1947  
Donald Vanstrom

1984  
Douglas Vanstrom

2008

2019  
Shane Vanstrom