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Comstock Unveils Luminary Ballroom at JW Marriott Reston Station, Further Expanding the Region's Largest Luxury Banquet and Event Facility

New sunlit ballroom with a first-of-its-kind LED wall combines with JW Ballroom to create more than 12,000 square feet of flexible luxury event space

RESTON, Va. — November 24, 2026 — Comstock Holding Companies, Inc. (Nasdaq: CHCI) ("Comstock"), a leading real estate company specializing in the development, acquisition, operation, and management of mixed-use, transit-oriented properties and data center developments, today announced the completion of the Luminary Ballroom addition at JW Marriott Reston Station, further expanding the region's largest luxury banquet and event facility.

The new 5,531-square-foot Luminary Ballroom adds a signature sunlit venue to the hotel's collection of event spaces, which spans multiple levels of the hotel and a nearly one-acre outdoor plaza and lawn. The ballroom connects to, and can be combined with, the hotel's JW Ballroom to create a 12,000+ square-foot space served by nearly 10,000 square feet of pre-function space with a 30-foot-tall glass wall.

The Luminary Ballroom joins a portfolio of fully equipped event venues on the hotel's main banquet and events floor on Level 3, which is easily accessible by escalators and multiple elevators. Guests will find the 6,719-square-foot JW Ballroom, which is divisible into four sections and hosts up to 800 guests for a reception, expansive pre-function space, the Luminary Lounge, four meeting rooms, the Blank Canvas private event room and a boardroom table that seats 12, with additional seating available. An outdoor veranda overlooks the event lawn, and the hotel's unique design also incorporates additional indoor and outdoor event spaces on other floors. The JW Executive Club, found one level above, offers a full-service bar and terraces and balconies that overlook the event lawn and stage, while Simon restaurant, one level below, features the Schar Bar and offers a private dining room and terrace. The outdoor plaza includes an event lawn featuring a performance stage and a rotating digital sculpture that often displays customized content for outdoor events, and the plaza can host receptions of up to 2,200 guests. It is equipped with multiple tent anchor points to accommodate large tented events in conditioned indoor/outdoor space. On-site valet and self-service parking are available.

Designed by Michael Graves Architecture & Design, the Luminary Ballroom features 30-foot ceilings, a south-facing 30-foot-tall glass wall, and an outdoor veranda overlooking the hotel's event lawn and outdoor stage. An architectural skylight floods the room with natural light and frames a custom chandelier of 120 illuminated glass globes, complemented by white oak millwork, wood slat ceilings, fabric-wrapped acoustic panels, patterned carpet in deep ocean and blue-grey tones, and perimeter LED cove lighting. Partitions allow the space to be configured for events of nearly any size, with capacity for approximately 700 guests for a reception and 400 for a banquet in the Luminary alone, and up to 1,300 guests for a reception and 700 for a banquet when combined with the JW Ballroom.

At the center of the Luminary Ballroom's west wall is a cutting-edge, programmable U-Natural LED screen by Unilumin, the first-of-its-kind installation in the U.S. in which the LED display was custom-designed to match an existing architectural finish when not in use. To create it, a sample of the hotel's wood paneling was sent to Unilumin's factory, where its research and development team spent months developing and perfecting a textured surface to match the Luminary's woodwork. When powered on, the approximately 20-by-11-foot LED screen becomes a full-motion 4K canvas, with 100 panels delivering a resolution of 3,840 by 2,160 and more than 8.3 million pixels. Reston-based BGX Tech led the system design, installation, commissioning and content management. The screen displays content tailored to each client, with BGX able to develop customized content for every event.

Elsewhere on Level 3, the Blank Canvas private event room features its own 19-by-11-foot LED screen, giving hosts a fully customizable backdrop for presentations, product launches and branded experiences for up to 100 guests.

“The LED wall has been a huge selling point for us, as have the other large LED screens inside and outside the hotel. They help create an emotional connection, allowing clients to envision how their event could look and feel in the ballroom. The available LED displays further elevate the guest experience in a manner that is unmatched in the Washington, D.C. region,” said Gus Mardini, Director of Catering at JW Marriott Reston Station. “With U-Natural, we can bring those experiences to life while maintaining the character of the space when the display is off.”

Reston Station is among the largest and most prominent mixed-use, transit-oriented developments in the Mid-Atlantic region, covering approximately 90 acres spanning across the Dulles Toll Road and surrounding the Wiehle-Reston East Station on Metro’s Silver Line. Its first two phases feature five Trophy-Class office buildings, two luxury high-rise apartment towers, and Virginia’s first and only JW Marriott – a 28-story tower that includes the world-class JW Marriott Reston Station hotel and the ultra-premium JW Marriott Residences, both of which set the new standard for luxury in the D.C. region. A growing collection of signature dining options include Ebbitt House, Founding Farmers, Davio’s Northern Italian Steakhouse, and The Simon, home to Schar Bar. Retail and wellness highlights include Starbucks, CVS, a 55,000-square-foot VIDA Fitness and Spa, and more. For more information, please visit RestonStation.com.

About Comstock

Comstock (Nasdaq: CHCI) is a leading real estate company specializing in the development, acquisition, operation, and management of mixed-use, transit-oriented properties and data center developments. With over four decades of industry expertise, Comstock's vertically integrated operating platform delivers long-term value across a rapidly growing portfolio of premier properties that includes two of the most prominent mixed-use, transit-oriented developments in the Mid-Atlantic region. Leveraging its scalable, asset-light, debt-free business model, Comstock has strategically expanded into large-scale AI and digital infrastructure development and established an active position in one of the real estate industry's top-performing segments. For more information, please visit Comstock.com.

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