



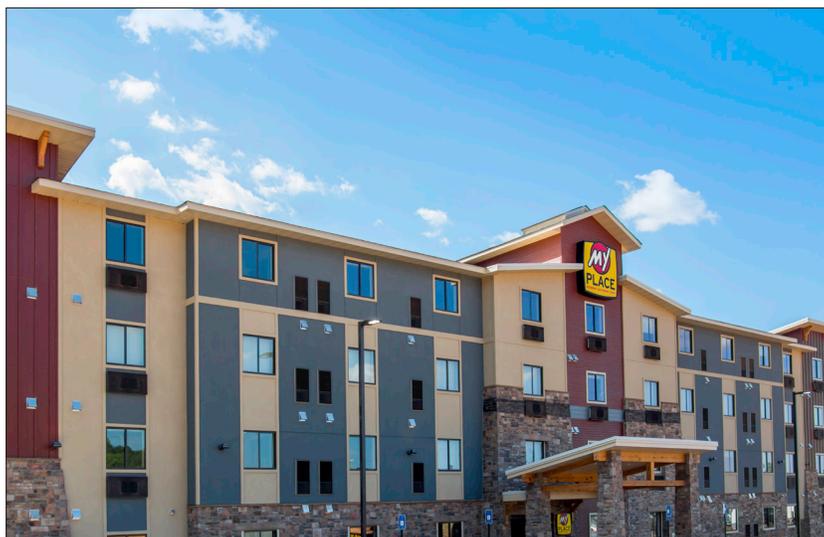
# America's Newest and Best Economy Extended Stay Hotels™

## US EXPANSION CONTINUES: MY PLACE HOTEL-COUNCIL BLUFFS, IA IS COMING SOON!

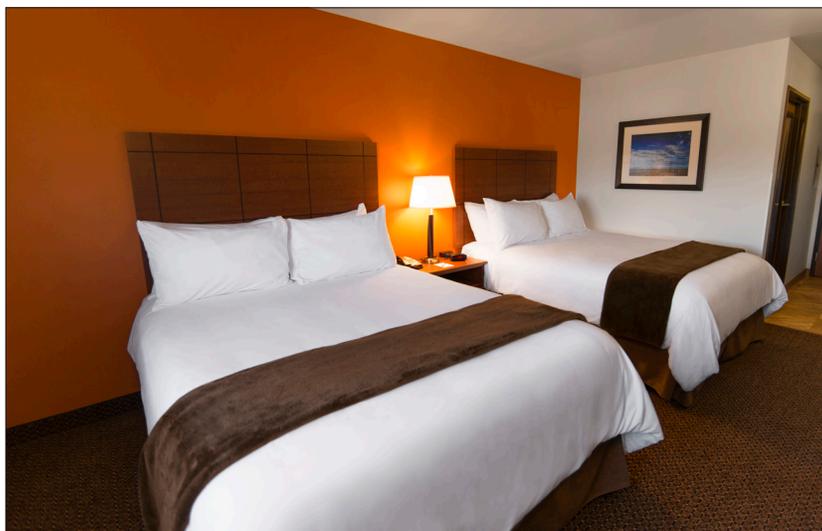
**Council Bluffs, IA-November 29, 2016**—My Place Hotels of America, LLC. is thrilled to announce that Council Bluffs will be home to Iowa's first My Place Hotel! The new project began construction in November, and is anticipated to open in Q2 of 2017. The brand new, 4-story, 63-room hotel is located at 2281 South 35th Street, close to Council Bluff's busy tourism district. The convenient location will offer guests immediate access to restaurants, a movie theater complex, the Mid-America Center (MAC), and the brand new indoor recreational facility, FieldhouseUSA. My Place Hotel-Council Bluffs, IA is independently owned and operated by CB Hotel, LLC.

Terry Kline, My Place's EVP of Franchise Development said that with several decades of experience, the family ownership behind the hotel offers an abounding history in hospitality.

"My Place Hotels is extremely pleased to welcome Gary and Len Friedenbach of CB Hotel, LLC. as our franchise partner in Council Bluffs, IA," Kline said. "We are looking forward to working together with them to provide our guests with both the newest accommodations and the finest in flexible lodging options available today! As My Place Hotels continues its path of aggressive growth across the country, we are confident that the addition of the Council Bluffs location will fill a much needed niche in the market and surrounding area."



My Place Hotel-Council Bluffs, IA will reflect the brand's urban exterior design. The location is the first My Place Hotel to offer a pool.



A unique concept designed for nightly and extended stays is key to My Place's swift expansion.

All My Place Hotels offer modern amenities at an affordable price including nightly, weekly and monthly rate options. Each extended stay guest room will feature a My Kitchen, complete with a two-burner cooktop, a microwave and a full refrigerator. The property is pet friendly and will also include on-site laundry facilities, complimentary high speed Internet service and a 24-hour My Store, located in the hotel lobby and stocked with an array of supplies for the guests' convenience. Additionally, guests are invited to enjoy the new Breakfast in Bed option for a minimal cost.

"We feel the Council Bluffs market is the perfect fit for an exciting and new extended stay product. The hotel will be located close to the MAC, Council Bluffs' three casinos, and



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FieldhouseUSA, a new youth sports complex set to open in December 2016. Council Bluffs also boasts a strong construction market along with high traffic counts along the Interstate 80/29 corridor. We chose the My Place brand for their brand consistency as they are all newly constructed hotels and their philosophy of skipping the unnecessary extras in favor of a great room at a reasonable price.”—Gary Friedenbach, Owner, CB Hotel, LLC.

My Place Hotels of America, LLC. is persistently advancing in its campaign for U.S. expansion of the recently launched franchise system. The chain currently has 28 hotels open and operating with a near-term pipeline of over 18 additional hotels and midterm commitments for upwards of 40 more hotels to follow, planned in more than a dozen states. To book your stay at My Place, please call the toll-free reservation line at: 855-200-5685, or visit myplacehotels.com to book online.

My Place Hotels of America, LLC. is a Franchise company that focuses on providing a clean and comfortable facility, with modern amenities, and great customer service, all at an affordable price. My Place Hotels of America, LLC. is based out of Aberdeen, SD, and offers franchisees a new construction brand, designed to ensure quality, consistency and the highest of standards for delivering marketplace value. For more information on becoming part of our growing franchisee family, please visit myplacehotels.com or contact Terry Kline at (605) 725-5685.

**LOOK FOR A MY PLACE NEAR YOU!**

-  OPEN LOCATIONS
-  COMING SOON
-  UNDER DEVELOPMENT

**IF WE'RE NOT THERE, WE WILL BE SOON!**



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