



America's Newest & Best Extended Stay Hotels

US EXPANSION CONTINUES: MY PLACE HOTEL-COUNCIL BLUFFS, IA TO OPEN IN JULY!

COUNCIL BLUFFS, IA-JUNE 9, 2017—The upcoming opening of America's 33rd My Place hotel will mark the brand's debut in the great state of Iowa! The brand new, four-story, 63-unit hotel is located at 2281 South 35th Street, close to Council Bluff's buzzing tourism district. Future guests will enjoy immediate access to restaurants, a movie theater complex, the Mid-America Center (MAC), and the brand new indoor recreational facility, FieldhouseUSA. Independently owned and operated by CB Hotel, LLC., My Place Hotel-Council Bluffs, IA is set to open in July.



Terry Kline, My Place EVP of Franchise Sales and Development, said My Place is eager to welcome CB Hotel's Gary and Len Friedenbach to its rapidly growing franchise family. With local market expertise and several decades of experience in hospitality, My Place is a fitting addition to the area as well as the family's portfolio.

Construction is wrapping up at Iowa's first My Place location in Council Bluffs! America's 33rd My Place hotel will be the first in the chain to offer guests a pool.

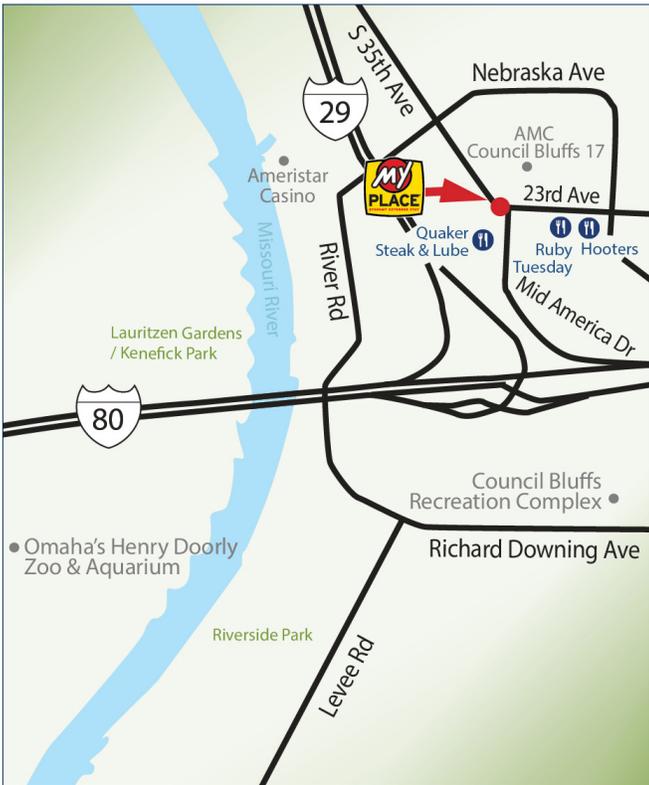
"My Place is extremely pleased to welcome Gary and Len Friedenbach, who offer an abounding history in hospitality," Kline said. "We are looking forward to working together with them to provide our guests with both the newest accommodations, and the finest in flexible lodging options available today! As My Place continues its campaign for US expansion, we are confident that the addition of the Council Bluffs location will fill an underserved niche in the market and surrounding area."



Designed for short and long term stays, the My Place concept offers a unique guest experience with household conveniences travelers most often miss on the road.

As owners and operators of another Council Bluffs hotel, Gary Friedenbach said the market is the ideal home to Iowa's first My Place hotel. Close to Council Bluffs' biggest demand generators, the city's newest hotel will open to a busy construction market in addition to high traffic along the Interstates 80/29 corridor.

"Construction is moving along, and we are looking forward to being open for the last half of the summer season," Friedenbach said. "We are extremely pleased to welcome guests to My Place Hotel-Council Bluffs, IA. The My Place brand is known for its brand consistency and we look forward to providing our guests a great room at a reasonable price."



Within the Interstates 29/85 corridor, future guests will enjoy immediate to Council Bluff's recreational centers with easy access to Omaha's best attractions.

While marking My Place's Iowa debut, the new hotel won't be the lone state location for long. Two more Iowa hotels under separate ownership are currently under construction in the Des Moines area, and its nearest counterpart is only 15 miles away in La Vista, Nebraska. In addition to being Iowa's first My Place location, the new hotel will also be the first My Place to offer a pool.

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.

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 32 hotels open and operating with a near-term pipeline of 32 additional hotels and midterm commitments for upwards of 40 more hotels to follow. 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.