



# America's Newest & Best Extended Stay Hotels

## US EXPANSION CONTINUES: MY PLACE HOTEL-COUNCIL BLUFFS, IA IS NOW OPEN!

**COUNCIL BLUFFS, IA-AUGUST 17, 2017**—My Place Hotels of America is pleased to announce Iowa's 1st and America's 33rd My Place Hotel is now open in Council Bluffs! The opening of My Place Hotel-Council Bluffs, IA marks My Place's 17th state debut. The new hotel is located at 2281 South 35th Street, where guests enjoy immediate access to restaurants, a movie theater complex, the Mid-America Center (MAC), and the brand new indoor recreational facility, FieldhouseUSA. The brand new four-story, 63-unit hotel is independently owned and operated by CB Hotel, LLC.

Terry Kline, My Place EVP of Franchise Sales and Development, said My Place is happy to welcome CB Hotel's Gary and Len Friedenbach to its rapidly growing franchise family. The opening of the Friedenbachs' first My Place Hotel is remarkably well timed as two more Iowa locations are preparing to open in the Des Moines area, Kline said.



Iowa's 1st My Place 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 South Omaha, Nebraska.

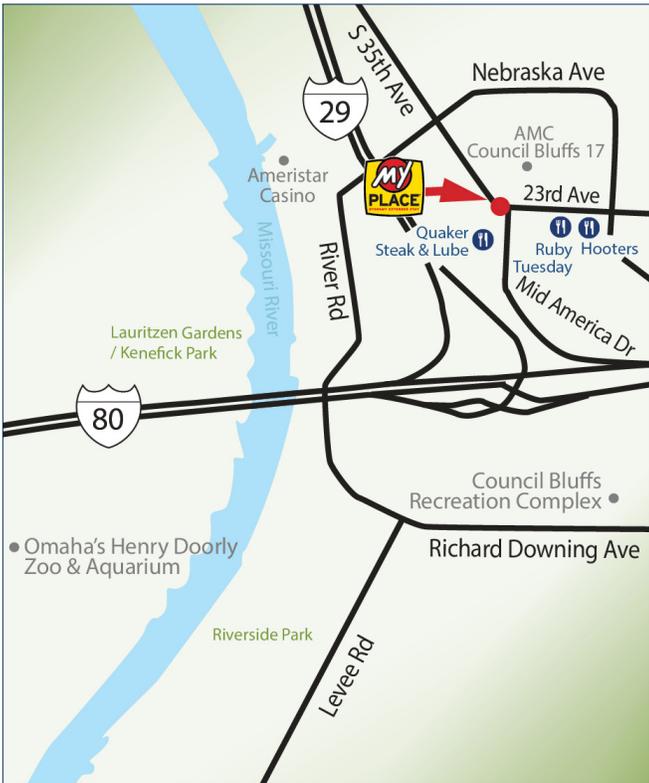
"Today we congratulate Gary, Len, and the entire team at CB Hotel, LLC. on the successful opening of Iowa's first My Place Hotel," Kline said. "It's astonishing to realize we are following up our brand debut in Iowa with two locations soon to follow! Of course, our accelerated growth is made possible by spirited franchisees like the Friedenbachs, who are committed to bringing our superior, niche product to an underserved market."



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 experienced hoteliers in Council Bluffs, 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 is a refreshing addition for the area's frequent travelers.

"Council Bluffs is the perfect fit for this exciting new concept in lodging," Friedenbach said. "We are extremely pleased to welcome guests to My Place Hotel-Council Bluffs, IA. The My Place brand



Within the Interstates 29/85 corridor, the new hotel's guests enjoy close proximity to Council Bluff's recreational centers with easy access to Omaha's best attractions.

is known for its brand consistency and we look forward to providing our guests a great room at a reasonable price."

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 33 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](http://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](http://myplacehotels.com) or contact Terry Kline at (605) 725-5685.