



America's Newest & Best Extended Stay Hotels

VEGAS TO NASHVILLE MY PLACE COMPLETES 4 GROUNDBREAKINGS IN 4 DAYS!

Aberdeen, SD-May 25, 2017—America's newest and best extended stay hotel brand recently completed a groundbreaking tour celebrating **four new franchises in four days!** Beginning Monday, May 15, My Place President and CEO Ryan Rivett led a delegation from Las Vegas to Nashville, ending the week of groundbreakings in the Des Moines area where two My Place hotels are underway. All four locations are anticipated to open in the fall.

The fast-paced groundbreaking tour spanning three time zones also symbolized My Place's acceleration in franchise development, and demonstrates the brand's unrivaled dedication to supporting its franchisees.

Rivett, My Place's recently elevated CEO, said that while 2016 focused on the organization and structuring of My Place headquarters in preparation for this development ramp up, 2017 has seen those efforts realized. With plans for as many as 50 hotels open or under construction by 2018, this will be My Place's biggest year since launching the franchise system in 2014.

"With the recent acceleration in growth, our goal of 1,000 My Place hotels becomes more tangible every day," Rivett said. "While our 10-year goal is aggressive, we remain resolute in our dedication to the people. Taking care of our staff, franchisees and guests through our continued progression of systems, processes and roles has been and remains critical to our success today. The goal is big, but My Place will never be too big for its people."



The My Place delegation launched the tour in Las Vegas with an army of supporters from the City of North Las Vegas!



Lebanon's community members who've been instrumental in the development of My Place Hotel-Nashville/Lebanon, TN joined in celebrating the new project!

The My Place delegation launched the tour in Las Vegas where owner Randal Bender celebrated the groundbreaking of his second My Place hotel, and Nevada's debut location. Bender and team commemorated the project alongside the city of North Las Vegas, the Las Vegas Metro Chamber and Congressman Ruben Kihuen's office.

"The groundbreaking for My Place Hotel-North Las Vegas, NV gives me great satisfaction as the team has worked diligently to get us here," Bender said. "Celebrating our commitment with the city, chamber, community members and My Place was reflective of the comprehensive support we've received from everyone throughout this development!"

The next tour stop near Nashville marked the brand's debut in Tennessee, where the community of Lebanon came out in full force to support owner Eric Myers and welcome the new-to-Tennessee brand.



Eller celebrated with his team at Pro Commercial, who have already made significant progress on their first two hotels in the greater Des Moines area!

“This was a tremendous opportunity to show the community what My Place is all about: the people,” Myers said. “I was so excited to incorporate the greater Nashville area into the cross country tour and to introduce the people of My Place to the community we’ve been so excited to be a part of. My Place will be a great addition to the community of Lebanon, and we’re thrilled to call it the home of Tennessee’s first My Place hotel!”

The second leg of the groundbreaking tour started off with one of My Place’s biggest announcements yet: Matt Eller, My Place’s Iowa franchisee, will open **40 My Place hotels in 10 years!** Eller announced his plan at his first of two celebrations in the Des Moines area where his first two hotels are being built simultaneously within 10 miles of each other in Ankeny and Altoona. Eller, who retired from professional football at age 30, said the path to 40 in 10 is not unlike his game plan. With all the right people in place, everyone crosses the goal line together.

“This is the first of 40 hotels for us as we plan to build four every year for the next ten,” Eller said. “We did a lot of vetting of My Place when we got to meet Ryan, Ron, Terry and the whole group. Everybody’s going in the same direction. I’m a football guy so to me, everyone’s going over the goal line at the same time. We do our part, My Place does their part and together, we win!”

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.

LOOK FOR A MY PLACE NEAR YOU!

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

- MY PLACE (Logo) OPEN LOCATIONS
- MY PLACE (Logo) with Hammer and Pickaxe COMING SOON
- Red Star UNDER DEVELOPMENT
- Hard Hat GROUNDBREAKING