

America's Newest and Best Economy Extended Stay Hotels™



US EXPANSION CONTINUES: MY PLACE HOTEL-ATLANTA WEST/LITHIA SPRINGS, GA COMING SOON!

Atlanta, GA-September 2, 2016—The strong partnership between global transportation and logistics giant, Werner Enterprises, Inc. and My Place Hotels of America, LLC will soon present a unique offering at My Place Hotel-Atlanta West/Lithia Springs, Georgia. The brand new 4-story, 85-unit hotel will serve Atlanta-area travelers as the first My Place location in Georgia. The modified prototype includes 50 newly designed double rooms to accommodate Werner's drivers in the Southeast's super hub of transportation. The newly built My Place Hotel is set to open early October 2016.

The visionaries behind My Place and Werner Enterprises collaborated to resolve a commonly felt and rarely resolved issue in the trucking world: lodging. When inefficiencies from older economy motels became a factor in ailing employee satisfaction, Werner Enterprises teamed up with My Place to bring the brand's modern economy concept to the site less than a mile from Werner's Atlanta terminal.



Once complete, My Place Hotel-Atlanta West/Lithia Springs, GA will resemble this prototype in exterior design while featuring a total of 85 units.

The new hotel is located at 907 Bob Arnold Boulevard off I-20, exit 44. The convenient location will provide guests easy access to several restaurants nearby and is only a few minutes from Six Flags Over Georgia. Guests will also find The World of Coca-Cola, downtown Atlanta and Turner Field in close proximity to the hotel.

My Place President and COO Ryan Rivett said the modified prototype demonstrates Werner's commitment to the comfort of its employees while also showcasing My Place's flexibility in design and its penchant for efficiency.



The product of an inventive collaboration: 50 reimagined double rooms dedicated to the needs of Werner's drivers.

"It's exciting to have the opportunity to address a difficult situation with such an integrative design," Rivett said. "The creativity and coordination that took place between the franchisee, the design team and the management team was extraordinary. Working to adapt the My Place operating platform to meet a specific customer's needs for one portion of the building, while maintaining the consistent standards that the traveling public have come to rely on at a My Place was a challenging undertaking, however, much more simple than one would imagine."

Werner Enterprises, Inc. was founded in 1956 and is a premier transportation and logistics provider with coverage throughout North America, Asia, Europe, South America, Africa and Australia. Werner is among the five largest truckload carriers in the United States, offering a diversified portfolio of transportation services.



Werner's Vice President of Terminal Management Randy Kraft said the new driver accommodations are a testament to Werner's commitment to focusing on drivers as the company's top priority.

"Drivers are the heart and soul of what we do here. Without them, our economy and our company would cease to exist, so this project was undertaken with the goal of improving their quality of life in mind," Kraft said.

Georgia's first My Place Hotel is also the first to be independently owned by Werner Enterprises, Inc. The property is operated by TLC Management, LLC.

2016 marks Werner Enterprises' 60th anniversary. This year also marks WERN's 30 years of being publicly traded, and 10 years since the launch of Werner Logistics.

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.

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 25 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 any My Place location, including My Place Hotel-Atlanta West/Lithia Springs, GA, 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.

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