



America's Newest & Best Hotels

MY PLACE TAKES FLIGHT: CROSS-COUNTRY TOUR CELEBRATES EXPANDING FOOTPRINT AND CULTURE

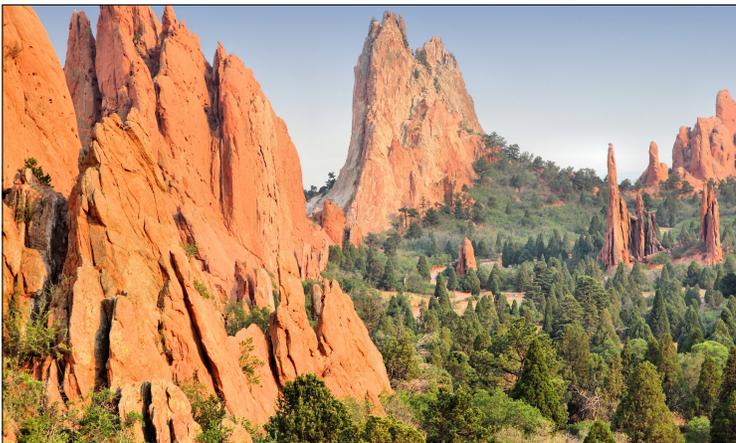
ABERDEEN, SD—SEPTEMBER 5, 2018—In pursuit and celebration of its progress and culture, My Place Hotels will outdo itself with a cross-country tour spanning five cities across four states beginning today! Executives including President/CEO Ryan Rivett and EVP of Franchise Development Terry Kline will lead the team from My Place Headquarters in Aberdeen, South Dakota to the bustling Quad-City of Davenport, Iowa, where the tour kicks off with the grand opening celebration for Iowa's fourth My Place Hotel today. Additionally, the tour includes grand opening events in Chicagoland and Colorado Springs and culminates on September 13 with groundbreaking and grand opening events in Southern Utah.



The cross-country tour begins today and will culminate with two special events on Thursday, September 13: The grand opening of My Place Hotel-St. George, UT (pictured), and groundbreaking in nearby Hurricane.

With four locations having opened in Iowa since My Place's 2017 Groundbreaking Tour, My Place Hotel-Davenport/Quad Cities, IA's grand opening celebration today commemorates Iowa's newest My Place Hotel while celebrating the incredible and quick progress made by My Place's franchise partners. The team will celebrate the big day with the location's owners Tom Caruth and Matt Eller, who are executing a plan to develop 40 My Place Hotels in 10 years.

The My Place team will then travel to Chicagoland as they attend My Place Hotel-Chicago West/North Aurora, IL's grand opening celebration alongside N.A. Lodging partners on September 6, precisely one year after its ceremonial earth turning. Led by Principal Ed Roberts, My Place Hotel-Chicago West/North Aurora marks the brand's first location in the Prairie State while Roberts is executing plans for the state's second location.



From the suburbs of Chicagoland to the breathtaking backdrop of the Pikes Peak region, 2018 has seen My Place open in diverse markets, serving business and leisure guests alike.

The tour continues on September 12 with a record-breaking, 24-hour event run for My Place. Beginning in the Pikes Peak region with the grand opening party for My Place Hotel-Colorado Springs, CO, the team will join Denver developer and My Place owner, John Segelke to celebrate both his and Colorado's second My Place Hotel.

My Place will underscore the final day of the tour with a special pair of events on Thursday, September 13. While a groundbreaking ceremony in Hurricane, Utah, and a grand opening ceremony in nearby St.



Left: Craig Larsen, Principal Engineer/Owner addresses the crowd at the St. George groundbreaking in November of 2017 alongside My Place President/CEO Ryan Rivett. Among attendees at that event were Vincent and Danyale (pictured right) Blackmore, who are breaking ground on their first My Place Hotel on the same day as St. George's grand opening.

George, are two extraordinary milestones to celebrate on their own, the story behind the final two events brings My Place's progress and celebration of its relationships full circle. Just as the development of the St. George property was a catalyst for the upcoming and independently owned hotel in Hurricane, My Place's people—whether owner, staff, or guest—have proven to be core contributors to its growth said My Place President/CEO Ryan Rivett.

"This tour not only represents the growth of our brand or the expansion of our network, it speaks to the character of the individuals within our franchise

network, the quality of our relationships, and the strength of their differences," said Rivett. "Like most owners on this tour, most of our franchisees have executed multiple franchise agreements. That tells me that we not only have an exceptional product and growth to celebrate, but an exceptional culture that sustains it."

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-size refrigerator. These properties are pet friendly and also include on-site laundry facilities, an in-house bar, complimentary high-speed Internet service, a 24-hour My Store, located in the hotel lobby and stocked with an array of supplies for the guests' convenience.

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 43 hotels open and operating with a near-term pipeline of 75 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. This is not an offer. Offers are only made through an effective franchise disclosure document.

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