



America's Newest and Best Economy Extended Stay Hotels™

MY PLACE PROGRESSES TOWARD 40 NEW HOTELS IN PACIFIC NW TERRITORY

Aberdeen, SD-July 28, 2016— Since boots first hit the ground nearly three years ago, Pacific Northwest My Place Hotels, LLC has opened four newly constructed My Place Hotels within three states, with a fifth location currently under construction! Having recently announced the first franchise sold outside of the development partnership, the group continues to welcome investors to join in the expansive growth planned for My Place within the region.

Joe Dinger, Pacific Northwest VP of Development, pioneered the multiple developments behind the brand's debut in the region. With a goal of opening 40 hotels throughout Washington, Oregon, Alaska, and British Columbia; the business plan illustrates a rigorous yet rewarding path to completion.



My Place's latest franchise ad features Pacific NW VP of Development Joe Dinger.

While the development goal of 40 open hotels within the region looks lofty now, Dinger said the goal is attainable in large part due to My Place's relationship-oriented brand. In addition to his diligence in seizing opportunities for the development group, he's also cultivating relationships with other developers to collectively work towards the same goal. My Place recently welcomed new franchisees Parminder Thind and Maninder Kaur to the Franchise family. The couple will soon break ground on their first My Place Hotel in Yakima, WA, which is anticipated to open in May 2017.

Dinger said the brand concept and support allows for the rapid growth such as that demonstrated by My Place in the Pacific Northwest territory. The efficiencies and effectiveness found throughout all facets of developing a My Place Hotel are the main driver behind why this goal will become a reality.



Maninder and Parminder Thind joined the My Place franchisee family in 2016. Their first location will soon break ground in Yakima, WA.

"Take for instance the prototype design, a very simple, yet modern and functional design which allows for 'see it to believe it' construction timeframes," Dinger said. "On average, properties are renting rooms within 6 months of breaking ground. Once open, the efficiencies within operations allow for profitability and stabilization to be achieved in a manner that allows us to swiftly move to the next development opportunity."

While the developer-friendly brand gains traction within the industry, guests have widely regarded the brand as a refreshing quality economy experience. Dinger said the brand's commitment to providing a clean and comfortable space for an affordable price truly resonates with guests as evidenced by feedback from a rapidly growing consumer base.

"Don't let the new concept and logo fool you," Dinger said "The effectiveness of everyone with the



Brand who is so willing and dedicated to help maintain and support this rapid development pace — these folks have a pedigree and bedrock that goes back 40 years. The rock solid foundation the Rivetts pride themselves on for doing good, honest business is easily recognized through all divisions and aspects of My Place. We are very excited in not only what the future holds for the Pacific Northwest, but for everyone who is involved with this world-class organization.”

All My Place Hotels offer modern amenities at an affordable price including daily, weekly, and monthly rate options. Each extended stay guest room features a My Kitchen, complete with a two-burner cooktop, a microwave, and a

full refrigerator. The property is pet friendly and also includes 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 a customizable Breakfast in Bed delivery option at 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 24 hotels open and operating with a near-term pipeline of over 18 additional hotels and mid-term commitments for upwards of 40 more hotels to follow, planned in more than a dozen states. 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.

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