



America's Newest and Best Economy Extended Stay Hotels™

TWO DES MOINES AREA MY PLACE HOTELS COMING SOON TO ALTOONA AND ANKENY!

Des Moines, IA-March 24, 2017—My Place Hotels of America is extremely pleased to welcome Matthew Eller of Eller Enterprises as its newest franchisee! Eller will kick off his new venture with My Place by bringing two brand new My Place hotels to the greater Des Moines Metropolitan area by Fall 2017! My Place Hotel-Ankeny, IA, a 3-story, 46-unit hotel, will be located on 2506 Tones Drive. Its sister location in Altoona, a 3-story, 64-unit hotel, will be located at 2315 Adventureland Drive. Both hotels are anticipated to open in Fall 2017.

Eller is a highly experienced business executive and director who has demonstrated the ability to lead diverse teams of professionals to new levels of success in a variety of highly competitive, cutting-edge and fast paced environments. With the experience to fully support his new venture, he said choosing My Place was a simple decision.

"As a Hotelier that also develops, constructs and operates my properties, I was looking for efficiency in design, construction costs and in its operating platform," Eller said. "I found that My Place Hotels certainly checked all those boxes! Additionally, the opportunity to work with a fresh, rapidly growing, all new construction brand that's backed by a family run parent company with a long standing history in the lodging industry, really made the decision to join My Place Hotels a simple one for me!"



With vigor and spirit, Matthew Eller and Terry Kline ink the franchise agreements for the two brand new locations in the greater Des Moines metro area.



While differing in units, both of Eller's brand new My Place hotels will use the urban exterior palette from the brand's design guide.

Additionally, Eller's history of more than 23 years of hands-on project management and system engineering strategies further explains My Place's appeal to him. He can successfully analyze a project's critical business requirements, identify deficiencies and potential opportunities. His successes in creating innovative, cost-effective solutions for enhancing competitiveness, increasing revenues and improving customer service also aligns with the spirit of the brand he said.

"The efficiency of the design and the authenticity of the people at My Place make it easy to understand why this is going to be a successful brand," Eller said.

My Place EVP of Franchise Development Terry Kline said the addition of Eller's commitment is reason for great excitement at My Place, which currently has 47 franchises sold and a near term development pipeline of 32 additional locations.



The soon-to-come locations will be less than 15 minutes apart from each other and about 15 minutes from downtown Des Moines.

"We're pleased to add yet another highly experienced developer and entrepreneur like Matt Eller to our growing family of quality franchisees," Kline said.

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 31 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
ECONOMY EXTENDED STAY

ISSUED FEBRUARY 23, 2017