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FOR IMMEDIATE RELEASE

**AMORE AVIA® HOTEL PACKAGE HELPS GUESTS GET
IN THE MOOD FOR LOVE THIS FEBRUARY**

*Locally-Inspired Collection of New-Concept Boutique Hotels
Offers Seductive Services and Amenities This Valentine's Season*

Wichita, KS (January 12, 2009) – This Valentine's Day, step up the spice with Amore AVIA, a chic and sexy hotel package for two. In celebration of the day of love, AVIA Hotels is piling up the perks this February to give romantics an opportunity for some quality one-on-one time. Couples seeking an escape filled with romance, style and idyllic settings can follow their hearts to AVIA in Savannah, Napa, Long Beach, CA or The Woodlands, TX with packages starting at just \$194.

The Amore AVIA experience includes accommodations in an AVIA room or suite, two glasses of chilled bubbly and one \$50 dining credit at the AVIA Kitchen + Lounge which can be used for Cupid-inspired cuisine + cocktails. Signature romantic cocktails range from AVIA Savannah's "Getting in the Mood Martinis" such as the smooth and sexy **Chocotini**, a sugary **Sweet Temptation**, **The 2 of Hearts** his and her cocktail, and the naughty and nice **White Chocolate Razmo**. AVIA Long Beach guests can enjoy the refreshing **Raspberry Kiss** or the sparkling **Secret Admirer**. AVIA The Woodlands features a spicy **Red Hot Lover** and a sophisticated shot of **Get a Room**. AVIA Napa features selected boutique wines and a special three course Valentine's Weekend Dinner for Two at \$50.00 per person without wine pairing and \$75.00 with wine pairing, excluding tax and gratuity.

As night falls, guests can slip upstairs to an arrival gift of chocolate-dipped strawberries and a nightly romantic turndown or take advantage of AVIA's Paint the Town Red-Local Romance Tips which offer insider's recommendations to the areas 'hottest' hotspots, offering starry-eyed couples a chance to savor the romance and delight of each destination.

The promise of passion awaits with Amore AVIA. Packages must be booked by, and are valid for overnight stays through February 28, 2010. Rates vary based on room selection and are subject to availability. For more information, or to book the Amore AVIA package, visit the website at www.aviahotels.com.

About AVIA

AVIA is a new boutique hotel collection from LodgeWorks, L.P. of Wichita, Kansas. Launched in September 2007, AVIA infuses sophisticated, locally inspired designs and an imaginative service culture crafted to bring authentic moments of discovery to discerning travelers. LodgeWorks has teamed with accomplished boutique hotel designer Colum McCartan and other industry innovators to create the AVIA presence. Highlighted by local flavor and an air of discovery, the AVIA experience embodies “the art of living well” that is sought by boutique hotel travelers. Four hotels comprise the AVIA collection, with properties located in Savannah, GA; Napa and Long Beach, California; and at The Woodlands, north of Houston, TX. For more information, visit www.aviahotels.com.

About LodgeWorks

LodgeWorks, L.P., is a privately held hotel development and management company in the midst of an exciting portfolio expansion. Based in the American heartland, the LodgeWorks® team has a rich history as hospitality brand innovators with industry-leading guest satisfaction, sophisticated development acumen, and an experienced team that has successfully collaborated for more than 20 years. Among recent developments, the company has announced AVIA®, a new boutique hotel collection with sophisticated, locally-inspired designs and an imaginative service culture crafted to bring authentic moments of discovery to discerning travelers. LodgeWorks has also introduced comfortable luxury to the upscale suite category with the innovative refresh of Hotel Sierra® (previously branded Sierra Suites® Hotel). The new brand celebrates contemporary design and unexpected touches of luxury. LodgeWorks is also expanding its portfolio of owned and managed branded hotels including Hyatt Summerfield Suites®, Hyatt Place®, Aloft®, Hawthorn Suites®, and Hilton Garden Inn®. For more information, please visit www.aviahotels.com, www.hotel-sierra.com or www.lodgeworks.com.

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EDITOR’S NOTE: Images of AVIA Hotels are available upon request.