AVIA HOTELS

FOR IMMEDIATE RELEASE:

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GET GLOWING THIS SUMMER WITH AVIA SHINES

Boutique Hotel Collection Seduces Summer Sojourners with Fun and Affordable Getaways to Napa, Coastal Los Angeles, Savannah and The Woodlands

Wichita, KS (May 24, 2010) – AVIA, the new boutique hotel collection with locations in Savannah, Georgia; Napa and Long Beach, California; and The Woodlands, a tony area just north of Houston, Texas, is offering a radiant summer escape—AVIA Shines--now through September 6. The amenity-rich package starts at $209 per night in Long Beach and Savannah; $249 in Napa; and $299 in The Woodlands.

Travelers looking for some barefoot elegance are sure to find it at AVIA. Included in the AVIA Shines package is a $25 dining credit and two chef-selected complimentary cocktails at the stylish AVIA Lounge; an en suite Sun Essentials Kit brimming with Banana Boat products; and AVIA Book Club credentials with access to this summer's most sizzling reads plus

exclusive discounts to area bookstores. Each AVIA Hotel will also add its own touch to the AVIA Shines package by offering seasonal menu items and drink specials plus Insider Itineraries detailing local happenings such as summer concerts, festivals and hidden gems known only to locals.

The art of living well is embraced within each AVIA Hotel and every destination has its own distinct ambiance with inviting and sexy outdoor space. Guests of AVIA Long Beach gather on the city's only rooftop pool deck to enjoy the endless sunshine as well as breezy, moonlit evenings. AVIA Savannah is located on one of the town's historic squares and features a cabana-laden pool deck, while The Woodlands property features an infinity-edge pool and roaring fire pit. AVIA Napa, located in the heart of California's Wine Country, features an expansive wine bar where guests enjoy nightly tastings of locally-produced vintages. The hotel's terrace, ideal for impromptu grazing and imbibing, offers intimate seating where tables are separated from one another by billowy persimmon-colored privacy drapes.

AVIA has also partnered with Stash Hotel Rewards, an innovative hotel rewards program that enables travelers to quickly earn free nights at distinctive, independent hotels without blackout dates or inflexible category restrictions. For every dollar spent on eligible room rates, Stash Hotel Reward members earn five points. Accrued points, which have no expiration date, can then be redeemed for free nights at any AVIA or Stash Hotel Rewards partner properties. Enrollment in the Stash Hotel Rewards program is free and takes just a few minutes online at www.aviahotels.com.

In addition to AVIA Shines, available from now through September 6, each AVIA Hotel offers seasonally-inspired packages throughout the year. To make reservations or to enroll in the Stash Hotel Rewards program, please call 800.644.2842 or visit online at www.aviahotels.com.

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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.