FOR IMMEDIATE RELEASE:

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LET AVIA LONG BEACH QUENCH YOUR THIRST FOR CASUAL ELEGANCE WITH A-LISTER WEEKEND GATHERINGS AND MONTHLY COURTYARD COCKTAILS

Celebrate the Weekend at AVIA Lounge with Friday and Saturday Drink Specials Plus Courtyard Cocktails Shaking Things Up the Third Thursday of Every Month

Wichita, KS (July 26, 2010) – With its barefoot elegance and urban élan, AVIA Long Beach is becoming Southern California's premier destination for socializing. Every Friday and Saturday night AVIA Lounge stirs things up with a sexy cocktail special starting at 4pm and continuing throughout the evening. Courtyard Cocktails, held the third Thursday of every month from 6-9pm, is the perfect start to an early weekend and features a blend of mingling, music and magnificent spirits in an alfresco setting.

AVIA Lounge is a stylish space for sipping and supping, while the nearby open-air courtyard is a seductive space to enjoy a double-olive martini under the stars. Get the party started with **Long Beach Tropics** on July 30 and 31. This A-lister gathering includes a blend of specialty cocktails with a tropical twist. On August 6 and 7 guests can **Raid the Cellar**. Specials on premium wines, either by the

glass or bottle, will prove to be a steal. On August 13 and 14 AVIA says "**Let's Get Fresh**" with a crisp blend of cucumber and ginger-infused vodka cocktails offered at just $8 a pour. Things start shaking inside AVIA Lounge every Friday and Saturday night starting at 4pm.

Guests can make the party last a bit longer by booking a room with rates starting at $199 a night or reserve one of AVIA's cabanas for a post-lounge party. AVIA Long Beach, home to the city's only rooftop pool deck, has a Hollywood vibe without the red carpet attitude. Located just a sandal-toss from the waterfront and within walking distance to an array of performing arts venues and restaurant row, AVIA Long Beach features a collection of stylish guestrooms plus an intimate restaurant and lounge. To make overnight reservations or to reserve one of AVIA's new Cabana Packages, 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.