

LODGEWORKS, L.P. BREAKS GROUND ON AVIAsm NAPA, A NEW BOUTIQUE HOTEL IN TOWN CENTER

One of four properties in all-suite innovator's new collection of boutique hotels celebrating the flavor of their unique settings with style and originality

September 24, 2007 (Wichita, KS) – There's a stylish new hotel going up in the Town Center district of Napa, California. It's **AVIAsm Napa**, part of the new boutique collection from **LodgeWorks, L.P.**, the Wichita, Kansas-based hospitality development and management firm. With ground recently broken at 1400 First Street, the property will be an integral component of the city's downtown renaissance, highlighted by authentic and imaginative design, the highest levels of service, and a sophisticated sense of place that will encourage guests to discover the many nuances of Napa. AVIA Napa is scheduled to open in Spring 2009.

AVIA Napa is one of four properties in LodgeWorks' new AVIA boutique hotel collection, which will include addresses in Long Beach, California; the historic district of Savannah, Georgia; and The Woodlands, an exclusive enclave north of Houston, Texas. The collection will embody "the art of living well" sought by discerning and affluent travelers who appreciate a sophisticated hotel experience. AVIA will offer an intimate and inspiring setting geared toward discovery, evoking the ambiance of a cocktail party thrown by a gracious local host – a role played by staffers who will delight guests with the finer points of each destination.

Industry innovators were selected to design AVIA Napa, including Colum McCartan, an accomplished designer of boutique hotels in New York and San Francisco, Heller-Manus of San Francisco and Krehbiel Architecture of Wichita. AVIA Napa will reflect the romance and viticultural heritage of wine country, capturing the rustic charm of its location while catering to a sophisticated urban clientele.

Like the valley that surrounds it, the overall palette of AVIA Napa will be earthy and warm. Curvilinear design motifs will express a romantic language, while the most elegant materials will be paired with rough-hewn details for a "refined rustic" presence throughout. Ground floor layouts will draw guests from a personable registration experience to an elegant bar, and then on up to a second-floor terrace where lush and beautiful landscaping awaits with intimate seating nooks and secret gardens. The eclectic array of materials and furnishings throughout the public spaces will offer an experience that feels both nourishing and familiar. An elegant bar and bistro will be the spot for distinctive interpretations of regional cuisine. Evening cocktail parties highlighted by complimentary "tastings" of appetizers created from fresh local ingredients will be recurring daily events.

Each of the hotel's 141 guest rooms and suites will feature McCartan-designed furniture and lighting fixtures, sumptuous beds, entertainment center with flat-screen television, working gas fireplace, plush rugs atop aged olive wood floors, wine nooks, complimentary Wi-Fi Internet access and a generous bath with walk-in showers and multiple water delivery systems. The hotel will have 58 signature Tub Suites with deep, soaking tubs large enough for two in the living quarters, with bathrooms that offer double vanities and large walk-in showers. AVIA Napa will also offer 1,900 square feet of flexible meeting space adjacent to the café/bar, which can be reserved for VIP events.

"We are thrilled to bring one of the first AVIA hotels to downtown Napa," said B. Anthony

(Tony) Isaac, President of LodgeWorks, L.P. “The vibrant renaissance the city is experiencing makes it the perfect location to introduce a new hotel experience for guests who are bored with anything cookie-cutter.”

“As designers we focus on more than the physical environment, we also address the feelings of guests visiting Napa, such as romance, intimacy, discovery and surprise. Integrating these feelings is part of the design criteria and necessary for the creation of a memorable hotel experience,” said McCartan.

For more information on AVIA, please contact 866-644-2842, or visit www.aviahotels.com.