

LODGEWORKS, L.P. BREAKS GROUND ON AVIAsm LONG BEACH, A NEW BOUTIQUE HOTEL AT RAINBOW HARBOR

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 along the waterfront in Long Beach, California. It's **AVIAsm Long Beach**, part of the new boutique hotel collection from **LodgeWorks, L.P.**, the Wichita, Kansas-based, hospitality development and management firm. With ground recently broken at 285 Bay Street, the property will be an integral component of The Pike at Rainbow Harbor, one of the city's most vibrant waterfront and entertainment districts. The hotel features authentic and imaginative design, the highest levels of service, and a sophisticated sense of place to encourage guests to discover the many nuances of the Pacific Coast. AVIA Long Beach is scheduled to open in Spring 2009.

AVIA Long Beach is one of four properties in LodgeWorks' new AVIA boutique hotel collection, which will include addresses in Napa, 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 Long Beach, including Colum McCartan, an accomplished designer of boutique hotels in New York and San Francisco and Krehbiel Architecture of Wichita. AVIA Long Beach will blend the urban sophistication and the easy beach culture of its surroundings, balancing indoors and out through elements that allow nature to continually insert itself. For instance, the hotel will feature a tree sculpture that replicates a mini-forest, wall coverings that mimic the play of shadows and light, and indoor lounges that can transform to "open-air" with retractable walls.

Like the region of Southern California that surrounds it, AVIA Long Beach will feature a cool palette and blend of sumptuous and distinctive materials. The hotel's lobby will include an eclectic mix of furnishings surrounded by custom-designed, floor-to-ceiling display cases housing unique and cherished curiosities. An elegant bar and bistro will be the spot for unique 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 138 guest rooms and suites will feature McCartan furniture and lighting designs, plush beds, state-of-the-art entertainment center with swivel flat-screen television, complimentary Wi-Fi Internet access, and generous bathrooms with walk-in showers with multiple water delivery systems. Business travelers will find 1,350 square feet of stylish and flexible meeting space, a restaurant for private dining and two lounges for VIP events. The crowning jewel of AVIA Long Beach will be its rooftop pool deck and bar with chic cabanas surrounding the perimeter.

"We are thrilled to be entering the Long Beach market with one of the first AVIA hotels," said B. Anthony (Tony) Isaac, President of LodgeWorks, L.P. "The city's sophisticated urban vibe 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, such as calmness, restfulness, excitement 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.

###