FOR IMMEDIATE RELEASE

***Note to Editors:** High Resolution Images Available Upon Request

Media Contact:
M. Silver Associates
Danielle Perrone / 212-754-6500 / danielle@msilver-pr.com

AVIA® NAPA OFFERS LOCAL RESIDENTS A DOWNTOWN NAPA GETAWAY WITH A GRACIOUS HOST

For a Limited Time, California Residents Can Enjoy Up To 25% Off Best Available Room Rates

Napa (September 3, 2009) --- AVIA Napa, the second in a small, carefully-developed collection of new concept boutique hotels, newly opened in July 2009, is offering its neighbors a convenient and affordable opportunity to immerse themselves in Downtown Napa's newest escape. For a limited time, residents of California can enjoy up to 25% off best available rates.

With 141 rooms and suites and a philosophy of "living well on local time", AVIA Napa combines understated elegance with the enthusiasm of a local host, like an old friend awaiting your arrival.

“At AVIA Napa we aim to serve our guests as a gracious local host would, encouraging guests to discover the destination around them” said Kristine Youngberg, the hotel’s general manager. “California residents looking for a romantic getaway for two or a fun-filled weekend getaway with friends may not realize that such an experience is just around the corner. With the help of our Tastemakers, our guests – both local residents and world travelers alike – will be delighted to find a very different kind of hospitality, one that has all the added nuances of an upscale boutique hotel, but makes the destination come alive.”

“Tastemakers[sm]” is an AVIA concept that allows guests to tap into the local color with the help of the city’s most interesting and personable residents for their not-to-miss insider recommendations. Napa’s tipsters currently include Leslie Rudd, Proprietor of Rudd Winery and Vineyards and owner of DEAN & DELUCA, Greg Cole, Executive Chef and Owner of celebrated restaurants Celadon and Cole’s Chop House, Janet Fletcher, Food Author and Journalist with the San Francisco Chronicle, Michael Mondavi, son of legendary Robert Mondavi and co-founder of Robert Mondavi Winery, Ceja Vineyards President, Amelia Ceja, award-winning Napa artist, Gordon Huether, Napa Mayor, Jill Techtel, leading locals, John and Dorothy Salmon, and Napa City Council Member, Juliana Inman.

Capturing the romance and heritage of its surroundings with a rustic elegance and casually refined charm, AVIA Napa is centrally situated in downtown Napa, just steps from shopping, wine and the artisanal food of the Oxbow Public Market. Staycation guests can wander the downtown streets and the Valley guided by AVIA Napa’s new ***Insider Itineraries***[sm], which are tips carefully crafted by local insiders to help guests discover the hidden gems of Napa.

The AVIA Kitchen + Wine Bar offers a fresh take on California cuisine infusing seasonal, local ingredients from the community culinary garden as part of AVIA’s “Farm to Table” concept. Other facilities at AVIA Napa include a second-floor 4,500 sq. ft. Outdoor Terrace, with lush landscaping, playful porch swings, intimate seating nooks and an enchanting outdoor fire pit; a 1,900 sq. ft. Great Room designed for hosting stylish events and productive meetings, and Presidential and Governor Hosting Suites, with extended space and amenities for easy entertaining.

In-room amenities at AVIA Napa include modern bathrooms with walk-in showers, lush beds and fine linens, gourmet refreshment bars, 42-inch flat panel televisions, alarm clock radios with MP3 docking stations, spacious working areas, and complimentary wired and wireless Internet access. AVIA Napa also offers 58 Tub Suites, featuring in-room soaking tubs for two, separated by only a sheer curtain (and a bit of imagination) from a lush king-size bed. Dual-sided gas fireplaces are available in 42 of these rooms, and can be enjoyed in both the bedroom and the living room.

Additional services and amenities include high-speed wired and wireless internet in all guest rooms, suites and meeting rooms as well as internet stations with easy printing located throughout the hotel; *USA Today* delivery on Monday-Friday; fitness room; concierge services with tips from local tastemakers; 100% smoke-free environment and no resort fees with booking.

For more information or to book a staycation at AVIA Napa, guests can call (707) 224-3900, or visit www.aviahotels.com. The rates are subject to availability and cannot be combined with any other offer or discount. Guests must present a valid California driver’s license at check-in.

# # #

About AVIA

AVIA is a new boutique hotel collection from LodgeWorks, L.P. of Wichita, Kansas that 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. AVIA Savannah, the first of the collection, opened its doors in January 2009 and was recently named to *Condé Nas*t *Traveler's* "Hot List". The new AVIA Napa, second in the collection, opened its doors on July 1, 2009. AVIA Long Beach opened August 7, 2009 and AVIA The Woodlands is scheduled to open later this year. 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 is also introducing 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.