



America's Newest and Best Economy Extended Stay Hotels™

US EXPANSION CONTINUES: MY PLACE HOTEL-WEST JORDAN, UT SET TO OPEN Q1 OF 2017!

West Jordan, UT-January 18, 2017—My Place Hotels will soon double its presence in Salt Lake City's metropolitan area only 10 months after making its debut in the heart of Salt Lake Valley! West Jordan's newest hotel is located in the Jordan Landing Development at 7424 South Campus View Drive, just minutes from the breathtaking Oquirrh mountains it looks upon. In addition to its scenic backdrop, the convenient location will offer guests easy access to a plethora of diverse dining and retail options. The brand new 4-story, 63-room extended stay hotel is anticipated to open this February, marking My Place's 30th open location nationally.

My Place Hotel-West Jordan, UT is independently owned by Hotel Barons JLA, LLC. It is the third My Place hotel developed by Principal Engineer Craig Larsen, a Salt Lake Valley native. Larsen's first My Place hotel opened in Rock Springs, Wyoming in March 2015. His second opened in West Valley, Utah in April 2016.



Salt Lake Valley native Craig Larsen opened his second My Place hotel in West Valley City, UT in April 2016.

While the opening of his first My Place hotel marked Larsen's entrance to the hotel industry, he noted the straightforward concept and comprehensive brand support has allowed for him to streamline each project—resulting in a faster pace of development.

"It's a simple and effective way to own and operate a hotel," Larsen said. "The My Place team provides excellent resources to help you through the process of building and operating a successful hotel business."

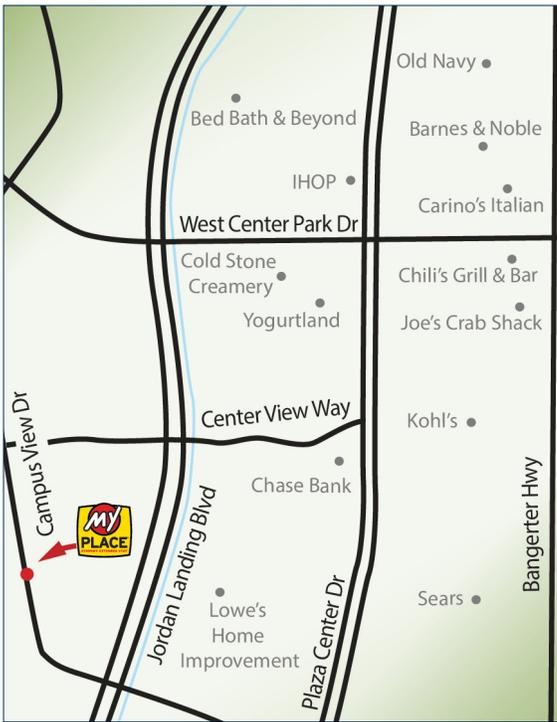


The project broke ground in August, 2016. Construction is slated for completion in February, 2017!

My Place EVP of Franchise Development Terry Kline said he is extremely pleased My Place's aggressive plans for national expansion will result in a first time occurrence for the brand: the opening of a second My Place hotel within the same metro area.

"We are very excited our objectives will soon result in the opening of the second My Place hotel in Salt Lake Valley, and we congratulate Craig Larsen and his partners at Hotel Barons JLA, LLC. on their third My Place hotel," Kline said. "We are immensely pleased to be working with them to provide guests in the popular Jordan Crossing retail area with great value and the finest in quality lodging options that will satisfy their every need!"

As new My Place franchises are in some phase of development and construction in surrounding states, an old adage rings true: there is strength in numbers.



In addition to the stunning views of Utah's mountains, guests will enjoy a convenient location with easy access to dining and retail options.

While Larsen is still a My Place trailblazer in Utah, he's excited to see a vision realized through the work of other franchisees and developers in the surrounding area.

"I was establishing the brand in this region, and before too long I was connecting with other My Place developers to really establish the My Place name nationwide," Larsen said. "We are thrilled to see this happening with the state surrounding Utah and our current projects."

All My Place Hotels offer modern amenities at an affordable price including nightly, weekly and monthly rate options. Each extended stay guest room will feature a My Kitchen, complete with a two-burner cooktop, a microwave and a full refrigerator. The property is pet friendly and will also include on-site laundry facilities, complimentary high speed Internet service and a 24-hour My Store, located in the hotel lobby and stocked with an array of supplies for the guests' convenience. Additionally, guests are invited to enjoy the new Breakfast in Bed option for a minimal cost.

My Place Hotels of America, LLC. is persistently advancing in its campaign for U.S. expansion of the recently launched franchise system. The chain currently has 28 hotels open and operating with a near-term pipeline of 32 additional hotels and midterm commitments for upwards of 40 more hotels to follow. To book your stay at My Place, please call the toll-free reservation line at: 855-200-5685, or visit myplacehotels.com to book online.

My Place Hotels of America, LLC is a Franchise company that focuses on providing a clean and comfortable facility, with modern amenities, and great customer service, all at an affordable price. My Place Hotels of America, LLC is based out of Aberdeen, SD, and offers franchisees a new construction brand, designed to ensure quality, consistency and the highest of standards for delivering marketplace value. For more information on becoming part of our growing franchisee family, please visit myplacehotels.com or contact Terry Kline at (605) 725-5685.

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