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FOR IMMEDIATE RELEASE:

West Seattle's Only Motel to Undergo Renovation And Re-branding Under New Management

Seattle, WA —December 15, 2010—Saddle Rock Hospitality has assumed management of the Seattle West Inn & Suites, West Seattle's only motel. The motel was recently acquired by a local investment group committed to reinvestment in the property with a goal of repositioning the motel in the marketplace.

Seattle-based Saddle Rock Hospitality took over management of the property in early October. Hotel veteran Joey Disque will oversee the motel operations and renovation. The motel concept, once complete, will offer price/value-appropriate lodging with a unique guest service paradigm for today's traveler. The facility, services, and environment will facilitate contemporary guest activity by offering 'most-valued' amenities and self-enabled services.

"With our 50 guest rooms and more than 1,000 square feet of meeting space, this property has immense potential to be a draw for business and leisure travelers as well as a convenient location to host meetings and local events," said Disque. Located at the gateway to West Seattle at the intersection of Alaska Way and 36th Avenue SW, the Seattle West Inn & Suites offers easy access between downtown Seattle and SeaTac Airport. The motel has convenient access to public transportation including being located on the Elliott Bay Water Taxi Shuttle route. Nearby attractions include the West Seattle Golf Club, West Seattle Stadium and numerous nearby restaurants and shops.

Renovation plans include updated guest rooms, the addition of food and beverage services, full-service meeting and banquet facilities and new landscaping including the addition of an enclosed outdoor patio. The facility offers a variety of length-of-stay accommodations including the standard overnight as well as a mix of extended stay rooms and suites. Renovation is expected to begin in early 2011, during which time the property will remain open for business.

About Saddle Rock Hospitality: Seattle-based Saddle Rock Hospitality (formerly known as The Hotel Guys, LLC) is a marketing-focused management company with a record of success in operations, finance and marketing/advertising in the North America lodging segment. Led by industry veteran Jim Wilmer, the company experience ranges from the luxury segment to moderate lodging products in markets including Alaska, Hawaii, Canada, mainland U.S., Central America, and the Caribbean.

About Joey Disque: With 20 years experience, hospitality operations veteran Joey Disque brings with him a unique combination of strong, hands-on operations, world-class strategic marketing and asset management, revenue enhancement and guest

satisfaction. Disque has held management positions with the Sorrento Hotel in Seattle, Silver Cloud Inns, and Quality Inns. A graduate of the University of Washington, Disque resides in Kent, WA with his wife and two children.

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