

LodgeWorks Purchases
Regency Suites Hotel in
Green Bay, WI

WICHITA, Kan. – LodgeWorks, L.P., the parent company of the Sierra Suites® Hotel chain, announced today the acquisition of the Regency Suites Hotel. The hotel is located in Green Bay, WI .

“We’re excited to be part of the Green Bay community, and to add this hotel to our growing collection,” says John Cantele, Senior Vice President of Operations for LodgeWorks. “The hotel has a wonderful reputation and strong local leadership. We plan to invest in the hotel with significant renovations to enhance the hotel’s position as one of Green Bay’s premier business hotels.”

By early 2008, the hotel will be re-flagged Hotel SierraSM, a new brand from LodgeWorks. Plans call for a substantial renovation to completely update the atrium lobby public space and the 241 guest suites. The key enhancements include fresh, luxurious beds and linens, remodeled bathrooms, 32-inch flat screen TVs, new furniture and new carpet. The update is scheduled to take place during 2007.

The hotel will continue to operate as the Regency Suites, and remain open during carefully timed renovations, until the brand transition in early 2008.

“From the beginning, we’ve worked closely with Joe (Pep) Simek and general manager Blaze Brigman for a smooth and positive transaction,” says B. Anthony (Tony) Isaac, President of LodgeWorks. “We have been very pleased with the management and staff at this locally-owned hotel. We plan to integrate the Regency Suites Hotel fully into our company, with the belief that we can add resource, technology and other innovations

that will positively impact the guest experience. We'll continue the hotel's great relationship with the KI Convention Center, and apply additional energy to the strong meetings market."

Built in 1985, the hotel originally opened as an Embassy Suites Hotel. The eight-story, full-service hotel is located in downtown Green Bay at 333 Main Street. Hotel amenities include an indoor swimming pool, whirlpool, fitness area, sauna, steam room, pub and coffee shop.

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