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PRESS RELEASE

White Lodging Names AJ Sime as General Manager for the Residence Inn South Bend Mishawaka

Sime has almost ten years of experience serving in the hospitality industry

Merrillville, Ind. (July 13, 2016): White Lodging is pleased to announce AJ Sime as the general manager for the Residence Inn South Bend Mishawaka in Indiana. He joins the company from the DoubleTree by Hilton South Bend Mishawaka.

"It is an honor to join White Lodging," said Sime. "My goal for this role is to foster a culture of excellence with the property and the team."

Sime graduated from Purdue University with a major in hospitality and tourism management in 2010. Throughout his hospitality tenure, he has served in a variety of roles that include housekeeping manager, guest service manager, director of housekeeping and corporate sales manager. Sime is also a member of the American Hotel and Lodging Association as well as the Young Professionals Network in South Bend, IN.

The Residence Inn South Bend Mishawaka is just three and a half miles from the Notre Dame campus and 20 minutes from the South Bend Airport. Hot buffet breakfast is available every morning, and guests can also enjoy the 24-hour fitness center and guest laundry room. The apartment-style suites allow both business and leisure travelers to feel at home. For more information please call the Residence Inn South Bend Mishawaka at 574-271-9283 or visit the [hotel's website](#).

White Lodging Services Corporation was established in 1985 and is headquartered in Merrillville, Ind. White Lodging is a fully integrated hotel ownership, development and operations company focused on developing and operating premium-branded hotels in growing urban markets across the United States. The company is a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid- to large-scale hotels. Its current portfolio consists of more than 160 hotels in

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19 states and encompasses representation of the following leading brands: Marriott International, Inc., Hilton Worldwide, Hyatt Global, Starwood Hotels and Resorts, Preferred Hotels & Resorts and InterContinental Hotel Group.

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