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PRESS RELEASE

White Lodging Helps Launch Austin, Texas Chapter of National Nonprofit Back on My Feet

CEO Dave Sibley is honored at the launch run, breakfast

Merrillville, Ind. (Jan. 28, 2012): White Lodging Services is pleased to announce its participation in to launch the Austin, Texas chapter of Back on My Feet, a national nonprofit that uses running to help those experiencing homelessness transform their lives and achieve employment and independent living.

The launch involved an inaugural one-mile run through downtown Austin and the JW Marriott Austin Back on My Feet Launch Breakfast at the Westin at the Domain, a White Lodging managed property. White Lodging is building the JW Marriott Austin, scheduled to open in 2015.

More than 25 corporate sponsors and 500 people were scheduled to attend the breakfast where some of Austin's most supportive individuals and corporations who have played a crucial role in bringing the national organization to the city will be honored including Dave Sibley, President & CEO Hotel Management Services of White Lodging.

"We are thrilled to launch a chapter in Austin, where the community is working hard to support those who, given the second chance, can run with greater hope towards an independent life," said Anne Mahlum, Founder and CEO of Back on My Feet. "We feel privileged to bring Back on My Feet's much needed program and services to the city of Austin and are grateful for the community and corporate support."

Austin is the tenth chapter that Back on My Feet has launched since its inception in 2007 and joins successful chapters currently operating in Philadelphia, Chicago, Baltimore, Boston, Dallas-Ft. Worth, Indianapolis, Washington, D.C., Atlanta and New York City.

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Sibley, who also serves on the organization's national board, said White Lodging's involvement with Back on My Feet helped the organization choose Austin as its tenth chapter location, in part because White Lodging manages 21 hotels in the city and has three more hotels in development and under construction.

"White Lodging is proud to be such a strong partner of an organization that truly changes people's lives," he said. "White Lodging hotels in other cities with BOMF chapters employ BOMF Members, and we hope to continue that tradition in Austin."

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 – a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid-to large-scale hotels across the country. Its current portfolio consists of more than 159 hotels in 20 states and encompasses representation of the following leading brands: Preferred Hotels, Marriott International, Inc., Hilton Worldwide, Hyatt Global, Starwood Hotels and Resorts, InterContinental Hotel Group and Carlson Hotels Worldwide.

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