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NEW HOTEL TRIPLEX OPENING ON JUNE 20 WILL MAKE ITS MARK ON CHICAGO'S RIVER NORTH NEIGHBORHOOD

Unique Friedman Properties and White Lodging Services Development Brings New Lettuce Entertain You Restaurant & Aloft, Fairfield Inn & Suites and Hyatt Place Brands to One Block in City's Hottest Neighborhood

CHICAGO – June 17, 2013 – River North continues to expand its 24/7 appeal to tourists, business travelers and locals alike as three unique hotel concepts – Aloft Chicago City Center, Fairfield Inn & Suites Chicago Downtown/River North and Hyatt Place Chicago/River North – and a new Lettuce Entertain You Enterprises concept, Beatrix, open to the public on Thursday, June 20.

The new River North hotel triplex, located on one vibrant city block at 515 N. Clark Street, is soon to be among the nation's hottest new travel destinations. Situated in one of the country's most coveted neighborhoods, hotel guests will have front door access to a host of nightlife destinations and exceptional dining options -- offering every cuisine imaginable, and will be in direct proximity to Windy City tourist attractions such as the Magnificent Mile, Navy Pier and Millennium Park. To further its appeal as a must-stay location, Beatrix, the newest restaurant from Lettuce Entertain You Enterprises, is also set to open adjacent to the Aloft hotel lobby (519 N. Clark Street). A neighborhood restaurant and coffee house, Beatrix's menu has been inspired by foods made in Lettuce's test kitchen, and will be open for breakfast, lunch, dinner and late-night offerings.

The force behind this project is an inimitable partnership between real estate developers Friedman Properties and White Lodging, hotel brands Starwood Hotels & Resorts Worldwide, Marriott International and Hyatt, and Lettuce Entertain You Enterprises (LEYE). White Lodging will manage the three hotel properties.

"White Lodging is proud to partner with such well respected brands," said Bryan Hayes, COO of select service with White Lodging. "I think both locals and visitors will appreciate what we're bringing to the River North neighborhood."

Aloft Chicago City Center

Sexy and sophisticated, the LEED certified Aloft Chicago City Center offers a fresh, forward-thinking alternative for tech-savvy and social travelers looking to see and be seen. The hotel's 272 rooms feature sleek, modern furnishings, Aloft signature platform beds, 42" LCD Flat-Panel televisions, spacious bathrooms, Bliss Spa bath amenities, nine-foot ceilings, and extra-large windows.

Throughout their stay, guests can "re:charge" at Aloft's state-of-the-art fitness center, "re:fuel" at the 24/7 grab-and-go pantry and "re:mix" in the relaxing and spacious lobby. At the W XYZ Bar located in the hotel lobby, visitors and locals can sip on specialty cocktails while listening to energizing music or live acoustic performances. Furry friends are welcome too. The hotel's "ARF" program is free of charge and is available to all guests traveling with pets.

“As the first urban Aloft location in the Midwest, River North was the perfect fit as we expand our brand,” said Craig Pearson, general manager of the Aloft Chicago City Center. “I think our hotel guests and Chicagoans will enjoy the Aloft experience and what we’re bringing to this already popular and growing neighborhood.”

Fairfield Inn & Suites Downtown Chicago/River North

The LEED certified Fairfield Inn & Suites sets a standard of excellence at an affordable downtown price point. With the promise of consistent and reliable service at an exceptional value, Fairfield Inn & Suites is ideal for guests looking for an uncomplicated and productive travel experience. Offering 180 modern rooms and suites, the Fairfield Inn & Suites caters to both business and leisure travelers. Each suite boasts a sleeper sofa, microwave and refrigerator, and some select suites have an expanded floor plan. Flexible and functional, Fairfield’s thoughtfully designed rooms and suites offer separate areas for working, living and sleeping.

Fairfield provides complimentary hot breakfast every day, a “connect and print” area, free Wi-Fi as well as a 24/7 Corner Market. The hotel is designed for today’s traveler who is looking to be productive on the road. Guests can work out in the state-of-the-art fitness center and get same-day dry cleaning and laundry facilities are available, in addition to a convenience store.

“The latest design for Fairfield Inn & Suites appeals to both business travelers and families which is a unique offering in River North,” said Bryan Lucas, general manager, Fairfield Inn & Suites Chicago Downtown/River North. “We’re thrilled to offer an affordable experience in one of Chicago’s most popular neighborhoods.”

Hyatt Place Chicago/River North

Catering to today’s multitasking travelers, the LEED-certified Hyatt Place hotel combines style and innovation to create a completely new, all-encompassing hotel experience. Offering an array of services and features, including free Wi-Fi and Hyatt Plug Panel™ media centers in each room, Hyatt Place Chicago/River North is targeted to appeal to road warriors seeking comfort and style.

“It’s a privilege to introduce the first Hyatt Place to downtown Chicago. We look forward to providing an extraordinary home away from home for our guests visiting the Windy City amidst some of the greatest culinary destinations and nightlife,” said Andrew Eck, general manager, Hyatt Place Chicago/River North.

Each of the 212 guest rooms features a plush Hyatt Grand Bed®, a 42" HDTV, Cozy Corner sofa-sleeper, and a state-of-the art bathroom. The hotel also features a 24-hour Stay Fit fitness center complete with Life Fitness equipment.

Perfect for those with a busy lifestyle, dining options include a 24/7 Gallery Menu, which offers made-to-order entrees and appetizers. Additionally, the complimentary a.m. Kitchen Skillet™ is served daily and features freshly prepared breakfast sandwiches and more. Guests on the run can also stop by the Grab 'n Go case and can unwind at the Bakery Café which serves specialty coffees & teas, premium beers, wines & cocktails.

“We are always seeking out innovative ways to bring exceptional properties and experiences to this neighborhood, and are excited to introduce consumers to this new hotel triplex,” said Jason Friedman, President of Friedman Properties. “This unique partnership between White Lodging, Lettuce Entertain You and Friedman Properties brings many dynamic new offerings to River North.”

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