



**HYATT  
PLACE®**

## **NEWS RELEASE**

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### **HYATT PLACE® ORLANDO/LAKE MARY OPENS ITS DOORS**

*The 128-room property is the first and only hotel to open in Seminole County in 2008*

**LAKE MARY, Fla. (November 18, 2008)** – Hyatt Place Orlando/Lake Mary and Sunshine Hotel Group, LLC celebrated the hotel's official opening with a ribbon cutting ceremony on November 14, 2008. Hyatt Place is a new kind of hotel that complements Hyatt's full service brands, combines contemporary design with innovative services and amenities to create an atmosphere of casual hospitality.

Hyatt Place Orlando/Lake Mary features 128 well-appointed guest rooms and more than 2,000 square feet of flexible meeting and social event space. The hotel is ideally located in Lake Mary, one of the fastest growing cities in Florida with easy access along the I-4 corridor to area beaches, downtown Orlando and the Central Florida's world-famous attractions.



**PHOTO (TOP):**

*Linda Reynolds, Seminole County Regional Chamber; Deputy Mayor Gary Brender, City of Lake Mary; Ira Levenshon, Partner Sunshine Hotel Group, LLC; Andreas Meinhold, Partner Sunshine Hotel Group, LLC; Jamie Ross, General Manager, Hyatt Place Orlando/Lake Mary; Commissioner Shirley Gray and Commissioner Jo Anne Lucarelli, City of Lake Mary.*



**PHOTO (BOTTOM)**

*Hyatt Place® Orlando/Lake Mary, located at the southwest intersection of I-4 and Lake Mary Boulevard, is now open and offers 128 guest rooms.*

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“Building the Hyatt Place Orlando/Lake Mary from the ground up has truly served as an exciting and monumental venture,” said Andreas Meinhold of the hotel’s ownership company, Sunshine Hotel Group, LLC. “This property will further Sunshine Hotel Group’s dedication to offering superior products, providing memorable experiences and achieving highest levels of guest satisfaction while upholding our commitment and social responsibility to the communities in which we operate.”

Sunshine Hotel Group, LLC is a Miami-based, globally-experienced, hotel development, asset and management company headed by Ira Levenshon and Andreas Meinhold.



*Guests can stretch out on the eight-foot Cozy Corner (photo at left) sectional sofa-sleeper and watch their favorite shows on the room’s 42-inch flat panel, high-definition television.*

*Hyatt Place Orlando/Lake Mary offers a variety of freshly prepared, made-to-order entrées, sandwiches, soups, salads and pizza, which guests can order 24/7 via a touch screen menu in the Guest Kitchen or from a Gallery Host at the wine bar and coffee café (photo at right).*

Hyatt Place Orlando/Lake Mary will be under the leadership of General Manager Jamie Ross, Assistant General Manager Chipp Frame and Director of Sales Syke Buckner.

**For reservations, special holiday promotions and more information,  
call 407-995-5555 or visit [HyattPlaceOrlandoLakeMary.com](http://HyattPlaceOrlandoLakeMary.com).**

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### **About Hyatt Place**

Hyatt Place is a new kind of Hyatt for today's relaxed lifestyle. Hyatt Place is ranked Highest in Guest Satisfaction Among Mid-Scale Hotel Chains with Full Service according to J.D. Power and Associates. Catering to today's discerning travelers, Hyatt Place combines The Hyatt Touch® with stylish design, purposeful amenities and forward-thinking technology. Hyatt Place is a brand of Global Hyatt Corporation that currently offers nearly 120 locations nationwide and will offer 130 hotels by year-end 2008. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit [www.HyattPlace.com](http://www.HyattPlace.com).

### **About Sunshine Hotel Group**

Sunshine Hotel Group, LLC is a Miami-based, globally-experienced, hotel development, asset and management company headed by Ira Levenshon and Andreas Meinhold. Levenshon and Meinhold specialize in hotel development, construction supervision, management of hotels in multiple market segments and hotel ownership with notable flags such as Hilton, Hyatt and Swissôtel. Their expertise extends to the construction of apartment complexes and shopping centers as well as international hotel management, distribution, marketing and financing. Sunshine Hotel Group, LLC has primary ownership and interest in The Hilton Garden Inn Jacksonville/Ponte Vedra and the new Hyatt Place® property in Lake Mary, Fla. For more information about Sunshine Hotel Group, LLC call 305-859-8388 or visit [www.SunshineHotelGroup.com](http://www.SunshineHotelGroup.com).

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Hyatt Place received the highest numerical score among mid-scale hotel chains with full service in the proprietary J.D. Power and Associates 2008 North America Hotel Guest Satisfaction Study<sup>SM</sup>. Study based on responses from 53,453 guests measuring 12 mid-scale hotels with full service and measures opinions of guests who stayed in a hotel May 2007-June 2008. Proprietary study results are based on experiences and perceptions of consumers surveyed June 2007-June 2008. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).