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PRESS RELEASE

Charlotte Tyer Promoted to Director of Model Hotel Implementation

Tyer Moves into Her New Position from the SpringHill Suites Denver North/Westminster

Merrillville, Ind. (Sept. 11, 2012): White Lodging is pleased to announce Charlotte Tyer has been promoted to director of model hotel implementation. In her new position, Tyer will be responsible for helping train properties to become model hotels.

"I'm looking forward to hitting the ground running, working with great leaders and traveling the country," said Tyer.

Previously, Tyer was the general manager at the SpringHill Suites in Westminster where she was part of a full scale renovation in 2011. Her career with White Lodging began when she opened the SpringHill Suites Boulder/Longmont as operations manager, becoming a general manager in 2007. Tyer has also had hospitality experience with the Stanley Hotel as a director of housekeeping.

"We are excited to see the convergence of Charlotte's career planning with our needs for White Lodging Way implementation. We believe her process driven approach to hotel management coupled with her ability to train will make her a huge success in this new role," said Bryan Hayes Chief Operating Officer - Select Service, Hospitality Management Bryan Hayes.

Tyer graduated from the University of Northern Colorado in Greeley, CO., in 2005 with a Bachelors of Arts in Psychology after her studies of journalism and graphic design at the University of North Texas. Tyer's hospitality career began that same year.

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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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