



America's Newest and Best
Economy Extended Stay Hotels™

LIFETIME & LEGACY OF HOSPITALITY



The visionary team behind My Place Hotels of America has been involved in nearly every aspect of the hotel business for almost 40 years. My Place co-founder, Chairman and CEO Ron Rivett co-founded Super 8 Motels Inc. in Aberdeen, South Dakota in 1974, along with long-time friend Dennis Brown. After selling the wildly successful Super 8 Motel system in 1993, Ron remained in the hotel business developing, building, and operating Super 8 Motels and other branded properties as a franchisee until 2011.

On the heels of economic recession it became apparent to Ron that the original Super 8 philosophy of a 'clean, comfortable room for a few bucks less than the guy next door' was more relevant than ever. This time, however, it would be different. In order to meet the needs of today's individuals, families, workers, and business travelers, this new hotel would need to be well suited to both short and long term stays. It would need to be clean and comfortable with modern amenities, and all at an affordable price, and so the My Place Hotels of America concept was born.



I learned that real growth of the business came from the people we created relationships with, employees, partners, and franchisees alike and I'm pleased to say we're seeing the same trend today in My Place. **Ron Rivett, Co-founder & CEO**

Selecting a brand affiliation and choosing the best hotel franchise is a very important decision which requires research and the consideration of many factors.

Having been both a franchisee and a franchisor with involvement in every aspect of the hotel business for over 40 years, the visionary team at My Place maintains an acute awareness of the importance of the franchisees' bottom line when it relates to guest satisfaction.

My Place Hotels is America's newest and best economy extended stay brand. We are founded on the principles of delivering superior quality and the highest customer service for our guests, while at the same time, providing our franchisees with an effective business model.

QUALITY & CONSISTENCY

My Place fits in a niche that is truly underserved today. We've eliminated the inefficient, under-utilized amenities and focused on what is really important. **A well equipped room and a good night's rest.**

Ryan J. Rivett
Co-founder, President & COO

With occupancy at near record levels, extended-stay ADR and RevPar increases in 2014 were some of the strongest seen over the last 15 years. *The Highland Group Reports 2015.



America's
NEWEST
& **BEST** **ECONOMY**
EXTENDED STAY HOTELS™

Aggressive Brand Marketing
Efficient Prototype Design
Quarterly Quality Inspections
Design, Construction, Supply, & Management Consultation Network

Comprehensive Brand Standards
Simple Format Initial Training
Aggressive System Growth Plan

INITIAL INVESTMENT - \$3.2M TO \$4.1M**

Franchisees Are Our Stockholders • At My Place, we recognize that regardless of the validity of our concept; we are only as successful as our franchisee.

$$71.13\% \text{ AVERAGE OCCUPANCY}^* + \$72.04 \text{ ADR}^* = \frac{\text{NOI}^*43\%}{\$525,334}$$

Service is our business, and every satisfied guest is our reward • By applying nothing more, the simple logic one can deduce is that a satisfied guest will equal a repeat guest and repeat business is paramount to the longevity and success of any business.

GRADUATING ROYALTIES OF 0%-4%

Measuring our recommendations • We are committed to always measuring our recommendations and input as a franchisor in terms of dollars and cents to your bottom line.

INTEGRATED CENTRAL RESERVATIONS & MARKETING - 2.25%

We hold our staff and our properties to the highest standard • At My Place, we embrace a fervent commitment to hold our staff and our properties to the highest standard so our franchisees can rely on confident and competent leadership.

20 YEAR FRANCHISE AGREEMENT

Quality and Consistency • At My Place, we do new. There are no conversions, re-brands, or re-purposes. Knowing who we are and what we do best, our doctrine is quality and consistency. This is and will remain the driving force behind our attention to detail and implementation of the finest resources into the process of initial qualification and ongoing quality assurance relative to each and every My Place Hotel.

Let our team take care of
YOUR TEAM



FRANCHISEE TESTIMONIALS

“Developing a hotel has never been easier. The My Place staff helps you with every step along the way. I couldn’t be happier.”

- Jason Welk, multiple property owner

“I am already working on additional projects with the brand as my hotel has been very well-received in its travel-centric community. This product seems to appeal to a diverse mix of demographics, which is very good for business. The partners behind the My Place brand know the ‘ins and outs’ of this industry, which is why I have staked full confidence.”

- Craig Larsen PE, Developer for Rock Springs My Place, LLC & Owner of My Place Hotel - Rock Springs, WY



David & Maureen Gustafson, Donita Haley, and Jim McDonald - Rapid City Grand Opening. David Gustafson and Jim McDonald are owners of the My Place Hotel - Rapid City, SD.

“The My Place experience I had in Sioux Falls during my stay there was so impressive as to the Hotel, Staff and Franchise partners from Aberdeen, that I thought it is a perfect fit for my great community of Rapid City.”

- David Gustafson, an owner of the My Place Hotel - Rapid City, SD



Al Kurtenbach and Bill Folkerts - Brookings Grand Opening. Al Kurtenbach and Bill Folkerts are owners of the My Place Hotel - Brookings.

“I’m excited about the opening of the Economy Extended Stay My Place Hotel in east Brookings. This first four-story My Place Hotel compliments the Swiftel Center and Whiskey Creek Restaurant.”

- Al Kurtenbach, Investor & Co-Owner, KF Brookings Hotel, LLC

“Having just opened two projects, and beginning work on the next two, My Place has been right beside me throughout the process demonstrating that a franchisee/franchisor relationship can embody teamwork through all stages — from construction and pre-opening through ongoing operations and support. Because of this we have been able to move into markets very rapidly, acquire a strong customer base, and provide to them what we had hoped for... a clean, comfortable room at a fair price.”

- Joe Dinger, VP of Development, Pacific My Place Hotels, LLC



ASIAN AMERICAN HOTEL OWNERS ASSOCIATION

ALLIED MEMBER

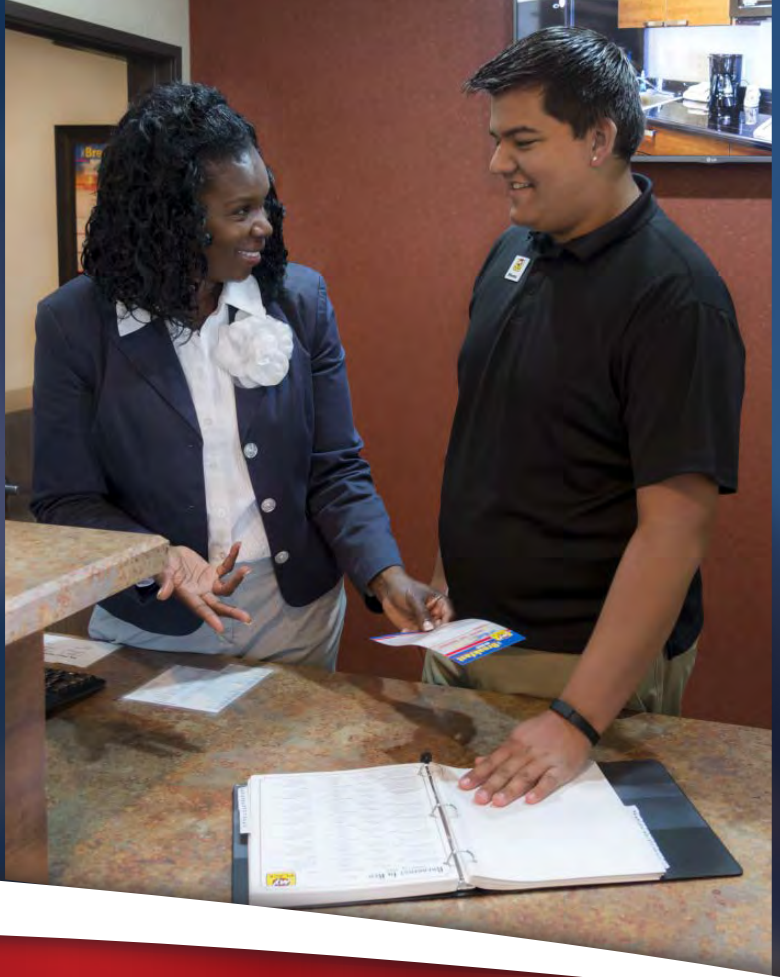
STREET TEAM

The My Place Sales and Marketing Team is a focused group of individuals on the street every day developing new relationships and driving contract room sales for all My Place franchisees. Their implementation in each new My Place niche market begins well before the doors open and truly never ends. The mission is sales. The goal is productive long term relationships with franchisees, operators and guests alike.



MY PLACE SUPPORT

Fully Engineered Prototype
On Location Design & Construction Assistance
Uniform Systems & Specifications
Administration and Management Training
Quarterly Quality Inspections



MY PLACE PROTOTYPE

1.2 - 1.8 acres
3 & 4 Story Prototypes
46, 63, & 64 Room Variations
Multiple Exterior Options

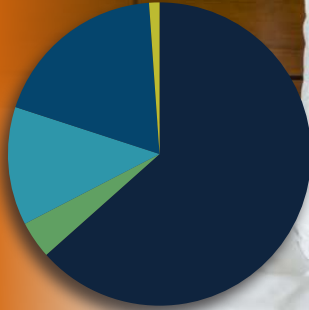


GUEST DEMOGRAPHICS

Today's My Place guests come from a wide variety of demographics with an estimated 65%* traveling for work or business related and an estimated 35% traveling for leisure or personal.

*Guest demographic averages are comprised of data collected from July 2014 to January 2015 for 11 operating hotels.

-  Corporate & Service
-  Moving to/from Area
-  Transient
-  Leisure & Tourists
-  Government & Military

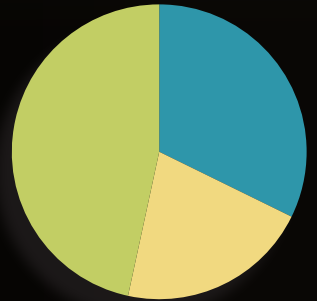


"The extended stay model lends itself by majority to long-term guests, but is uniquely flexible to guests for stays of all lengths."

*Length of stay averages are comprised of data collected from July 2014 to January 2015 for 11 operating hotels.

LENGTH OF STAY

-  Nightly
-  Weekly
-  Monthly



SATISFIED GUESTS



Amazing beds and linens!

"Brand new hotel! Enjoyed the fact that rooms are very clean and comfortable. They also have full size fridge with sink and 2-burner stove. Great rates & great quality! Love the comfortable beds and linens...! I will be staying here again!"

Reviewed By Natalie S June 3, 2015 A TripAdvisor traveler



"Best hotel I have ever stayed in... Friendly staff, amazing rooms and overall great service. If you need a place to stay... this is the place!"



"This hotel had very friendly staff members and was very clean... It was a shining oasis in a sea of over priced, disgusting competitors."



"The amenities in the room were unexpected for the price. Beds were very comfy and rooms were clean! Free wi-fi & plenty of outlets for all of the charging we needed to do overnight... Great place!"

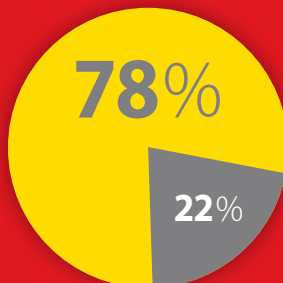
REDEFINING QUALITY ECONOMY



America's **NEWEST** & **BEST** ECONOMY EXTENDED STAY HOTELS™

RESERVATION COMMISSION STATISTICS

With our extended stay concept we are able to add more to our franchisee's bottom line by reducing the dollars allocated to commissions.



● Non-Commissionable Channels
 ● Commissionable Channels

BRAND CONTRIBUTION

31.2% OF ALL reservations

*Properties opened for entire 12 months of 2015 and open 16 months or greater.

WE SAVED A SEAT FOR YOU!



Ryan J. Rivett
President, Chief Operating
Officer and Director

Terry L. Kline
Executive Vice President of
Franchise Development

Ronald J. Rivett
Chairman of the Board, Chief
Executive Officer and Director

Find Your My Place Opportunity
& Join the Explosive Growth

FOR FRANCHISING INFORMATION CONTACT

Terry Kline • Executive Vice President of Franchise Development
(605) 725-5685 • franchising@myplacehotels.com
www.myplacehotels.com

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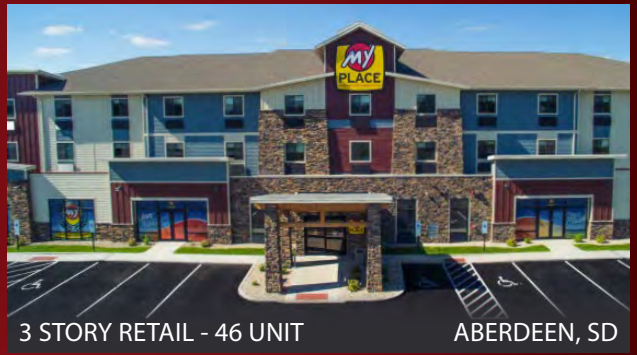
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3 STORY - 64 UNIT

MISSOULA, MT



3 STORY RETAIL - 46 UNIT

ABERDEEN, SD



4 STORY - 63 UNIT

BEND, OR



3 STORY - 46 UNIT

JAMESTOWN, ND



DESIGN GUIDE



DESIGN GUIDE

ROOM MIX 3 STORY 64 UNIT

GUEST ROOMS	FLOOR LEVEL	1	2	3	TOTAL
STUDIO QUEEN					
STUDIO		10	10	10	30
ACCESSIBLE STUDIO W/ ROLL IN SHOWER		1	0	0	1
ACCESSIBLE STUDIO		0	1	0	1
DOUBLE QUEEN					
DOUBLE		7	9	10	26
EXTENDED DOUBLE		0	2	2	4
ACCESSIBLE DOUBLE		0	1	1	2
ACCESSIBLE ROOMS W/ MOBILITY FEATURES					
ROOMS W/ TUBS		0	2	1	3
ROOMS W/ ROLL IN SHOWER		1	0	0	1
ACCESSIBLE ROOMS W/ COMMUNICATION FEATURES					
HEARING IMPAIRED ROOMS		2	3	3	8
TOTAL SINGLE QUEENS		11	11	10	32
TOTAL DOUBLE QUEENS		7	12	13	32
TOTAL ROOMS		18	23	23	64
AREA / SQUARE FT.		9,884	9,355	9,355	28,594



UNIT PLANS

3 STORY 64 UNIT

68' 5"

176' 6.5"

3RD FLOOR

2ND FLOOR

MAIN FLOOR

CORRIDOR



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*My Place Hotels of America, LLC. FDD of 4/27/15. **Excluding Land Costs.

This is not an offer. An offer can only be made through the Franchise Disclosure Document. Each franchise is independently owned and operated.

My Place Hotels of America, LLC PO Box 4850 Aberdeen, SD 57402