

Headline: LBA Hospitality breaks ground on new SpringHill Suites by Marriott at River Ranch in Lafayette, LA  
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The new SpringHill Suites at River Ranch in Lafayette, La., officially broke ground on July 16, 2010, at the hands of (L to R:) Hayne Hollis, president, Hollis Spann, Inc.; Joey Durel, City-Parish president, Consolidated Government of Lafayette; Keith Patin, council member, Lafayette City-Parish Council; Beau Benton, executive vice president and chief operating officer, Larry Blumberg & Associates/ LBA Hospitality; and Robert W Daigle, president, River Ranch Development Co.

The Village of River Ranch today added another feather to its innovative community cap as city officials and developers drove gold-tipped shovels into the ground to celebrate the construction start of the new 103-suite SpringHill Suites by Marriott.

Introduced to River Ranch by Dothan, Ala.-based developer LBA Hospitality and brokered by Covington, La.-based Stirling Properties, the hotel will be built by Hollis & Spann Construction. LBA Hospitality will manage the hotel, which is slated for a spring 2011 opening.

The hotel site is on Settlers Trace Blvd., just west of Camellia Boulevard.

Beau Benton, LBA Hospitality's executive vice president and chief operating officer, said that the new SpringHill Suites by Marriott at River Ranch reflects LBA's expertise in placing right-timed hotel products in right-timed locations.

"We've refined the SpringHill Suites prototype to create a combination of high style, New Urbanism savvy and affordability for people visiting River Ranch for business or pleasure," said Benton. "While all of Acadiana is known for fun, food and great hospitality, Lafayette seems to be its vibrant center; and this new, all-suite, Marriott-branded hotel will certainly blend right into that joie de vivre spirit."

Robert W. Daigle, principal of River Ranch Development Co., said, "Adding a major-brand hotel to River Ranch was always a goal. We were just waiting for the perfect combination of timing, product and partners."

SpringHill Suites by Marriott-River Ranch | Visitors to the new SpringHill Suites by Marriott will enter a contemporarily sleek, stylish lobby that combines smart form and function. Part of the "smart" is a planned outdoor terrace enclosed by a living green wall. Guest suites will be 25% larger than traditional hotel rooms, offering areas for sleeping, working and relaxing. Specific features will include a 37-inch flat-screen HC LCD TV, iPod docking station, mini-fridge, microwave and coffeemaker, and spa-modeled bathrooms. Free WiFi will be provided throughout the hotel. A 24/7 market for healthy snacks, drinks and basic travel amenities, expanded fitness area and outdoor swimming pool will round out the hotel's features.

LBA Hospitality | Larry Blumberg & Associates, Inc./LBA Hospitality (LBA) and its subsidiaries are a group of companies providing comprehensive hotel development and management services. The company operates more than 64 hotels, primarily in the southeastern U.S., from its corporate office in Dothan, Ala. LBA has developed and operated hotels for over 35 years, with a background and culture that has evolved through the eyes of an owner focused on maximizing return, safeguarding assets and

enhancing value.

LBA's hands-on involvement creates a personalized, effective working relationship between the property and management company that translates into high standards and award-winning service. Along with the new SpringHill Suites by Marriott at River Ranch, LBA once again made a mark on innovation last year with the construction start of the nation's first Home2Suites by Hilton in Fayetteville, N.C.

The Village of River Ranch | A true lifestyle community, The Village of River Ranch lies to the south of the Vermilion River in the heart of southern Louisiana in the city of Lafayette. Designed by award-winning architect Steve Oubre, The Village of River Ranch integrates New Urbanism with the rich heritage and culture of Louisiana.

A mixture of architectural styles reflect the diversity of Louisiana's people and customs. Shopping, dining and professional services are conveniently located within walking distance of each other, and all within an aesthetic atmosphere combining Main Street America with an urban twist.

More than 2,500 people call The Village of River Ranch home, and an additional 2,000 come to the community to work and play every day.

**Stirling Properties | For** more than three decades, Stirling Properties has served the Gulf South by offering comprehensive services in development, commercial brokerage, property and asset management, investment sales, property owner and tenant representation and residential sales and services. The SpringHill Suites project is just another example of how Charles Cornay, senior commercial associate for Stirling Properties who worked with LBA Hospitality in brokering the hotel project, has made a mark on Acadiana's growth, jobs and economic development.

Over the past 14 years, Mr. Cornay has served as a trusted advisor for a many companies looking to locate or expand in the Acadiana area. His numerous sales and leasing transactions include brokering for general office space, major and specialty retailers, apartments and restaurants. His talent for matching the interests of the community with the objectives of commercial developers help create better places to work, live and enjoy.

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