

news release

FOR IMMEDIATE RELEASE

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SEASONED INDUSTRY DESIGNER JOINS APOLLO RENOVATION TEAM

BREA, CA, March 25, 2009 - Apollo Hospitality Group is pleased to announce the addition of Lori DeMatteo to the company as Manager of the design division.



“Design is a signature component of Apollo’s turnkey approach to provide owners with a seamless renovation plan beyond construction,” according to Aaron Plantè, founder and CEO of Apollo. “Lori’s extensive design experience will be a tremendous asset in directing the efforts of our design department and helping us meet the growing demand for this high-level component of our services.”

Ms. DeMatteo began her hospitality industry career with the in-house design department of Tarsadia Hotels eleven years ago. During that time she has managed award-winning design projects with both Hilton and Marriott. One of her most notable projects was leading the design team of the twelve-story Hard Rock Hotel in the Gaslamp Quarter in San Diego, CA.

“I am thrilled to be working with Apollo because of its strong reputation in the hospitality industry and the integrated support the company provides throughout each phase of a renovation”, said Ms. DeMatteo.

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“Lori will bring a unique perspective to our operation, having worked on behalf of the owner’s interests for the past eleven years, and that should be a key value to the services that we provide”, continued Mr. Plantè.

Prior to Tarsadia, Lori worked as a buyer at Bloomingdale’s for ten years. She holds an MA degree in Fashion Design and a BA in Business Management from Boston College, as well as a degree in Interior Design from Interior Designers Institute, a private institution in Newport Beach, CA.

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Also see:

www.apollohg.com

www.innplement.com

ABOUT:

Aaron Plantè, owner of Plantès Hotel Renovation [PHR], has spent the past 15 years working as a General Contractor for companies such as DKN Hotels, Tarsadia, Pacifica Hotel Co., CoreCapital and others. In 2002, Aaron began adding purchasing and design services to many of his projects. Apollo Hospitality Group was formally launched in 2007 as a turn-key renovation source, including design, purchasing construction and asset consultation. The pre-designed model room package, innplement™, officially launched in August 2008, offers an unprecedented eight week lead-time delivery of fifteen guest room and nine bathroom designs.

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