

news release

FOR IMMEDIATE RELEASE

DATE: August 28, 2008

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FIRST OFFICIAL innplement™ CONTRACT IN THE WORKS

LA HABRA, CA, August 28, 2008 - Apollo Hospitality Group has signed the first official innplement™ contract with Barbara Howard-Jones, Managing Partner of the Beach Terrace Inn in Carlsbad, CA. The scope includes a combination of design elements from both the Serenity and Journey designs within the inventory of innplement™'s fifteen model rooms. The project budget is just under five million dollars and is currently scheduled to begin in September 2008. All public interiors will be fully renovated in addition to the forty-nine guest rooms and bathrooms, including major window replacement throughout all areas, significantly enhancing views of the ocean.

"We really want to raise the profile of our property to the upscale market and feel that the Serenity room design will help us meet that goal." explains Howard-Jones. "We were also attracted to the logistics planning spelled out in our first meeting with Jim Plante, Corporate Officer, and Jake Wiersma, National Sales for Apollo Hospitality Group. The chemistry was instant and the outlook of the project stands to be very simplified and fun."

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Sol Figueiredo, Sr. Designer working on this project explains, "Even though the innplement™ room designs are already created, we worked with Barbara to put together a fresh ensemble by selecting certain items from multiple rooms to suit her property's style; then it was our job to provide a custom design of her public interiors to complement the rooms."

Creator Aaron Plante is pleased with how this first project is unfolding, "Providing the owner with a design they really like and still being able to deliver it in eight weeks is the best potential we have to offer. The concept really works."

The property has the distinction of being the only beachfront hotel in the city of Carlsbad, CA, thirty-five miles north of San Diego.

For hotel info:

Contact Barbara Howard-Jones, Beach Terrace Inn - 760.729.2230

For company info:

Contact Allison Sansone 562.501.2324, allisonsansone@apollohg.com.

Also see:

www.innplement.com

www.apollohg.com

ABOUT:

Aaron Plante, owner of Plantes Hotel Renovation [PHR], has spent the past 15 years perfecting the hotel renovation process as a General Contractor with companies such as Windsor Capital Group, DKN Hotels, Tarsadia, Pacifica Hotel Co., CoreCapital and others. In 2002, Aaron added purchasing and design to his operation. Apollo Hospitality Group was formally launched in 2007 to expand services as a turnkey renovation expert, including design, purchasing, construction and asset consultation. The pre-designed guest room package, innplement™, officially launched in July 2008.

Sealy Mattress Company, RBF Group, LS Hospitality, LG Electronics, Swavelle/Mill Creek Fabrics, Contract Wallcoverings Inc, HD Supply, Lexmark Carpet Mills Inc, Level 3 Fine Art, Lithonia Lighting, Arkansas Lamp, Ashley Lighting Inc, Concept Millwork Inc, Fantasy Tile Distributors Inc, and Mincey Marble Manufacturing Inc all participate within the scope of innplement™ room designs.

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