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VALUE PLACE COLUMBUS (NORTHLAND), OHIO, RECEIVES “EXCELLENCE IN CUSTOMER SATISFACTION” AWARD

Hotel Achieves Highest Average Guest Satisfaction Score in Value Place System for 2011

Columbus, OH – GF Management, a Philadelphia-based hotel ownership, management and advisory company, announces that the Value Place Columbus (Northland) earned the “2011 Excellence in Customer Satisfaction” award by achieving the highest average guest satisfaction score out of the 175 Value Place hotels in the US in 2011. The award was presented at the Value Place Franchise Annual Conference in May 2012. The Value Place Columbus (Northland), OH, is managed by an operating affiliate of GF Management.

Stan Glander, Executive Vice President of Operations for GF Management, stated: “I am proud of the team at the Value Place Columbus for achieving this milestone in guest satisfaction. Taking care of our customers reflects the core values of GF, which apply to every hotel in our portfolio whether owned, managed or lender-controlled.” Moe Jamali, hotel General Manager, added: “We have a highly trained staff that is team oriented and proud to provide consistent quality service.”

“At Value Place, our mission is to be an affordable, clean, safe, simple and flexible provider of extended stay lodging,” says Glenn McFarland, Senior Vice President of Brand and Franchise Operations for Value Place. “We have found an excellent partner in GF Management. The success of their operations speaks clearly through the satisfaction of our loyal Value Place guests.”

The Value Place Columbus, located at 6275 Zumstein Drive, Columbus, OH, is an affordable extended stay hotel offering three different types of rooms: studio, studio with sofa sleeper, and double. Every room features full kitchen and all the convenience of a hotel with all the essentials of a furnished apartment.

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About Value Place

Founded in 2002, Value Place is an economy extended stay lodging brand that features remarkably affordable weekly rates, rigorous cleanliness standards and secure temporary lodging with an unparalleled commitment to the comfort, privacy and peace of mind of each guest. Value Place currently has 177 locations open in 31 states. Since opening the first Value Place property in 2003, 50 franchise groups have committed to build over 300 properties by 2015. For more information about Value Place visit ValuePlace.com.

About GF Management

GF Management is an award-winning, full-service hospitality ownership, management and advisory company founded in 1988 and based in Center City Philadelphia. With more than 130 hospitality assets under management, including hotels, resorts, conference centers, catering facilities, condominiums and golf courses in 31 states, GF Management, through affiliates, specializes in third-party management, receiverships, asset management and advisory services for a variety of private, institutional and banking clients. Many of GF's core hospitality assets within the property portfolio are owned by its principals and therein provide the strength and balance of ownership and management. The Company is currently seeking to expand its portfolio of full-service ownership and management assignments through long-term contracts and joint-venture investment opportunities.

For more information about GF Management visit www.GFHotels.com, and for industry news and views visit blog.gfhotels.com.



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