



Value Place Corporate Fact Sheet

Value Place, founded in 2003 by entrepreneur Jack DeBoer, is an extended stay hotel that features secure temporary lodging with low weekly rates, rigorous cleanliness standards, and a commitment to the comfort, privacy and peace of mind of each guest. Value Place provides its guests with the right amount of what they need for an extended stay. The Value Place brand comes from the management team that created and developed lodging brands such as Residence Inn (now owned by Marriott) Summerfield Suites (Hyatt) and Candlewood Suites (Intercontinental). The company is headquartered in Wichita, Kansas. For more information, visit www.ValuePlace.com.

Quick Facts

HEADQUARTERS: 8621 E. 21st
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Kansas 67206 Phone: 316-631-
1370 Fax: 316-631-1333

THE VALUE PLACE NETWORK: Value Place is one of the fastest-growing hotel brands in the nation with nearly 670 franchise commitments in over 20 states! In mid 2008, Value Place will celebrate a milestone with the opening of its 100th property. A complete and current list of properties and locations can be found on ValuePlace.com.

VALUE PLACE GUESTS: Value Place was designed with the small business traveler and consultant in mind — professionals who, unlike their Fortune 500 counterparts, are footing their own bill for lodging and other travel expenses, or are traveling on a strict per diem budget. Value Place also serves families who are relocating to a new community, but want to avoid locking into an apartment lease before getting into their new home.

FRANCHISE OPPORTUNITIES

- Currently 42 franchise groups
- For more information, please contact us at Franchise@ValuePlace.com or call 888 - 456 - VPFS (8737)

RECENT HONORS: In 2008, Value Place was named as a Top 50 Franchise Opportunity by current franchise owners in the Franchise 50 Franchise Satisfaction Awards.

PROPERTY SPECS & ACCOMMODATIONS: All current Value Place hotels are four stories tall. There are three primary building models: one with 108 rooms; one with 116; and the other with 124. The building sizes are 40,192 sq. feet, 42,564 sq. feet, and 44,936 respectively. There are three room plans: a 264 sq. foot studio; a 319 sq. foot studio sleeper; and a 319 sq. foot studio double. Renderings of our buildings and studios are available on ValuePlace.com

AMENITIES: Included in the weekly rate are expanded cable network and premium movie channel and a studio-style room with kitchen including two-burner stove, microwave, and full size refrigerator. Properties also offer additional services for a nominal fee: local and long distance calling; additional housekeeping; high-speed Internet access; on-site coin operated laundry and vending; dishes and kitchen supplies.

RATES: Rates vary across the country. All Value Place hotels sell rooms by the week. If a guest wishes to stay less than a week, they are still charged the full weekly rate for the first week. Daily rates are available after the first week. Reservations can be made online at ValuePlace.com or by calling 1-800-ValuePlace.



History

WHAT EXACTLY IS VALUE PLACE?

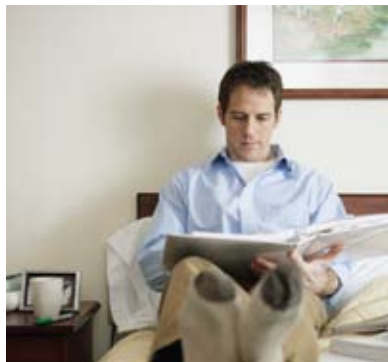
We hear that a lot. Value Place is the fastest-growing brand in the hospitality industry and a new concept in the extended stay hotel category. We are proud to be different. Value Place offers our guests a surprisingly affordable, clean, secure, and simple option. Here's how we got our start.

In 2001, entrepreneur Jack DeBoer — known in the industry as the originator of extended stay lodging and founder of Residence Inn, Summerfield Suites, and Candlewood Suites — recognized a void in the economy segment of the hotel industry. He saw plenty of mid-priced and upscale properties with fees and amenities designed for Fortune 500 business travelers and family vacationers. However, for small and mid-sized business owners, and those on the move in their own community, there weren't a lot of practical options.



THE INSPIRATION ... ENTREPRENEURSHIP

As an entrepreneur himself, DeBoer understood that owners of smaller companies often need to travel to build their business. Traveling on their own dime, they need something different than what other major hotel brands provide, both from a cost and an amenity perspective. DeBoer's experience, coupled with the expertise of some of the senior-level hospitality executives from his previous brands, led to a more affordable, cleaner, safer, and simpler hotel concept.



THE VALUE PLACE GUEST

While business travelers represent a significant percentage of our guests, they are not the only ones who rely on us for a affordable, clean, secure place to stay. There are more than 20 million Americans on the move every year to a new community, new home or a new job. Our rooms are also filled with these people — families that are relocating to a new community and need an affordable place to stay before they can get into their new house; grandparents who are in town for several weeks; patients in town for extended medical treatment; vacationers looking to stretch their travel dollars; and more.

DELIVERING VALUE TO THE COMMUNITIES WE CALL HOME

As we continue to grow and expand the Value Place network across the country, one thing will remain steady — our commitment to contribute to the communities we call home. Our properties support local communities by driving economic development through new jobs and tourism. One of the most notable ways we contribute to local communities is through our Value Place SAFE Communities Partnership initiative where we partner with local police departments to enhance the safety of the communities where we operate. There are many facets to this unique program, but the premise of it is simple: When Value Place is safe, our neighborhoods are safe. When our neighborhoods are safe, everyone in the community benefits. Our overall goal is to ensure that each Value Place is a positive reflection of our brand and a reflection of the community where it operates.