



Press Release

Hotel Equities Celebrates Grand Re-Opening of Wingate Inn-Alpharetta

Atlanta, GA –September 7, 2006 – Atlanta-based **Hotel Equities** (HE) recently celebrated the Grand Re-Opening of the 84-room Wingate Inn-Alpharetta with a ribbon-cutting ceremony attended by local dignitaries and hotel executives. The hotel has just completed a renovation at its 1005 Kingswood Place location west of Georgia 400 off Mansell Road in Alpharetta.

Hotel Equities took over management of the four-story hotel in February 2006 and almost immediately began an extensive re-do under the direction of owner **P.D. Patel**, an Atlanta businessman who bought the property in 2000. Built in 1996, the Wingate Inn-Alpharetta carries the distinction of being **the first of its brand to open in the country**. It won the Wingate Inn Property of the Year Award in 1997. Wingate Inn Corporation honored Mr. Patel as Owner of the Year for his Wingate Inn-Norcross in 1999.

Michael Poe, an experienced hotel professional who has been with Hotel Equities for three years, serves as the general manager. **Susan Holbrook**, a seasoned Sales Manager with Hotel Equities, spearheads hotel marketing and sales.

“We’ve updated the hotel by installing new carpet throughout the building and by upgrading the wall treatment in the guestrooms,” said Mr. Patel. “We’re also in the process of upgrading guest bedding, linens and draperies; upgrading bathrooms; and replacing the furniture in the public areas. We have renovated the Fitness Center and added all new equipment.”

To compliment its spacious, well appointed guestrooms, the Wingate Inn offers two meeting rooms ideally suited for business as well as leisure travelers. The Alpharetta Room with 600 square feet located on the second floor, can be arranged in different ways to accommodate up to 30 people seated theater style. The Board Room seats up to 12 people.

The Wingate Inn delivers complementary USA Today newspapers and express checkout folios to guest rooms and serves a deluxe Continental Breakfast with hot items in the lobby breakfast area. The list of amenities includes a Business Center, Meeting Rooms, Indoor Spa, Fitness Center, and wired and wireless high speed Internet access in both the guest rooms and throughout the hotel. A local shuttle service is available upon request. Custom packages are available with advance bookings. The hotel maintains a property specific website at www.wingatealpharetta.com. The corporate website is www.wingateinns.com.

“In addition to updating and renovating the rooms and public areas, we’re proud to offer guests our outstanding customer service that has won numerous industry awards,” said **Fred Cerrone**, president & CEO of Hotel Equities.

One of Hotel Equities’ accomplishments includes placing fifth among all medium-sized companies in the *Atlanta Business Chronicle*’s list of “2005 Atlanta’s Best Employers.” The

company's unique and highly successful sabbatical program allows key associates with five years of service the opportunity to receive three months of paid time off.

Hotel Equities, formerly called Sivica Hospitality, is an Atlanta-based full-scale hotel management, development and consulting firm. Frederick W. Cerrone, CHA, serves as President and CEO. HE manages 14 properties: five Fairfield Inn & Suites hotels in Buckhead, Perimeter Center, Alpharetta, Kennesaw and Macon, GA; two TownePlace Suites by Marriott hotels in Alpharetta and Kennesaw; three SpringHill Suites by Marriott hotels in Alpharetta, Buford and Kennesaw; the Hampton Inn-Mall of Georgia, the Hampton Inn-Stone Mountain and the Hampton Inn-Hilton Head, the Wingate Inn-Alpharetta and the Sleep Inn & Suites-Kingsland, GA. ###

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Photo caption:

Local dignitaries joined the celebration at the Wingate Inn-Alpharetta's Grand Re-Opening. Left to right: **Bruce Saunders**, Regional Director of Sales, Wingate Inn International; **Fred Cerrone**, President & CEO, Hotel Equities; **Mike Poe**, General Manager, Wingate Inn; **Jim Paine**, Mayor Pro Tem, Alpharetta; **P.D. Patel**, owner, Wingate Inn-Alpharetta; **Beth Brown**, Vice President of Sales, Alpharetta Convention & Visitors Bureau; and **Scott Dunn**, Ambassador, Alpharetta Chamber of Commerce.