



Press Release: For immediate release

## **First Hotel Indigo in Canada to Open in Ottawa**

**Montréal, June 13, 2006** – Atlific Hotels & Resorts is proud to announce that it has been chosen to manage the new Hotel Indigo Ottawa.

Hotel Indigo Ottawa, presently in the final stages of construction, is located at the corner of Laurier Avenue west and Metcalfe Street in Ottawa's central business district and only four blocks from Parliament Hill. The 106 room hotel is part of the new "branded boutique" concept launched by InterContinental Hotels Group in 2004. It is uniquely designed to appeal to style savvy, lifestyle focused guests who desire affordable luxury, genuine service and an alternative to traditional hotels without sacrificing any of the business amenities they have come to expect. Renewal is the soul of Hotel Indigo's retail-inspired design concept - thoughtful changes are made throughout the year to keep the hotel's look fresh, similar to the way retailers change their window displays. Guestrooms feature hardwood floor, spa-inspired showers, signature murals, area rug, fluffy duvets and slipcovers that will change periodically, while public spaces will be transformed seasonally through changing aromas, music, artwork, murals and directional signage.

Hotel Indigo Ottawa will have two meeting rooms for maximum seating of 80 people. Rounding out the offering for lifestyle focussed guests is a full fitness centre complete with indoor swimming pool. The hotel's street level restaurant will feature a menu full of savoury healthy alternatives.

"It's very exciting to be involved in the launching of a new brand in Canada. Hotel Indigo is a fresh new concept in hotel accommodations. It's a great combination of a boutique hotel and a proven international brand," stated John C. Dunn, Atlific's Vice President, Sales & Marketing.

The Hotel is scheduled to welcome its first guests in mid fall of this year. Once opened the hotel will create 40 full time jobs and will be a significant economic driver for downtown Ottawa.

Atlific, a hotel developer, builder and manager founded in 1959, manages 30 multi-brand hotels in Canada. The firm is headquartered in Montréal, with offices in Toronto, Ottawa and Vancouver. The company was acquired in 1997 by Ocean Properties Ltd., a family business based in Portsmouth, New Hampshire, that manages over 100 hotels in the United States. Together Atlific and Ocean Properties form one of the largest privately held hotel-management companies in North America, operating independent hotels, resorts and such well-known brands as Marriott, Marriott Courtyard and Residence Inn, Fairfield Inn, Hilton, Sheraton and Holiday Inn.

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