



## **FOR IMMEDIATE RELEASE**

### **AC HOTELS BY MARRIOTT TO SPRING UP IN ATLANTA EARLY 2016**

*Marriott International, Inc. debuts luxury property AC Hotel Buckhead in partnership with Noble Investment Group and Simon Property Group*

ATLANTA (February 12, 2016) – Marriott International, Inc. imports European-inspired AC Hotels by Marriott, a first for the company, into North America with its newest location landing in Buckhead. In a strategic partnership, Simon Property Group, a global leader in retail real estate, and Noble Investment Group, an Atlanta-based private equity firm specializing in hospitality and lodging, teamed with Marriott to develop the global lifestyle brand's Georgia location.

"The combination of superior hospitality and luxury retail is an exciting way to enhance the total Phipps Plaza experience," said David Contis, president of Simon Malls, which manages Phipps Plaza. "Guests of the forthcoming AC Hotels by Marriott will enjoy close access to the wonderful array of high-end shopping and designer brands that Phipps Plaza offers."

The AC Hotel Buckhead, slated to open in Spring 2016, is located at 3600 Wieuca Road NE, at the intersection of Peachtree Road and Wieuca Road, adjacent to Nordstrom at Phipps Plaza, and will include a two-story parking deck. Shopping enthusiasts will be pleased to find a pedestrian breezeway that directly connects with neighboring Phipps Plaza affording convenient ultra-premium shopping opportunities such as Giorgio Armani, Gucci, Valentino and Versace. The property's central location is ideal for visitors commuting from Hartsfield-Jackson Atlanta International Airport or visiting popular nearby city attractions such as The World of Coca Cola, The Georgia Aquarium and Piedmont Park.

Designed for premium business travelers and millennials alike, guests will lavish the unique experience of a boutique-styled hotel from a trusted global chain. The 6-story property celebrates its Spanish roots with a combination of modern décor, design-led sensibility and sophisticated style in each of its 166 guest rooms and suites. Loyal Marriott Rewards cardholders will continue earning and redeeming points while enjoying the economics of select-service hospitality. The hotel will feature 2500 square feet of meeting space, a health and fitness facility, indoor pool, the AC Library and bistro-style ambiance at the AC Kitchen and AC Lounge. Additional onsite amenities include WIFI, business services and mobile guest check-in and checkout.

The European-inspired fare served in the AC Kitchen includes an assortment of Nespresso coffees, Ibérico ham, Spanish egg tarts as well as fresh fruit, cereals and yogurt. The AC Lounge's signature food and beverage program is thoughtfully curated offering a selection of tapas-styled small bites, a tip of the hat to the brand's Spanish heritage. Additionally, guests may further quench their palates with local craft beers, hand-crafted cocktails and specialty wines from the tap while relaxing nightly in an energized setting perfect for the spirited on-the-go traveler.

"Phipps Plaza represents the best-in-class retail experience in our region and an ideal complement to introduce this innovative and stylish hotel experience to Atlanta," said Mit Shah, Noble CEO, in a statement. Shah continued, "We believe that the AC Hotel Buckhead will be a vibrant and exceptionally popular addition to the city."

Marriott International, Inc. debuted its flagship North American property in November 2014 in Louisiana – AC Hotel New Orleans Bourbon. Further U.S. expansion plans include more than 50 locations set to open over the next three years with 22 properties opening in 2016. "AC Hotels by Marriott is a new breed of lifestyle hotels created to inspire the next-generation traveler through innovative design," explains Tina Edmundson, Global Officer, Luxury and Lifestyle Brands, Marriott International. "Our rapidly growing portfolio of design-led hotels illustrates Marriott International's commitment to making distinctive architecture and design affordable and accessible for creatives and entrepreneurs around the world—appealing to a large and growing demographic, with a robust development pipeline to match."

#### **AC Hotels by Marriott International Inc.**

Founded in 1998 by Antonio Catalán, AC Hotels has over 80 properties located in Spain, Italy, France, Portugal, Turkey, Denmark and the United States. AC Hotels by Marriott is a lifestyle brand within the Marriott International global portfolio of 19 brands. AC Hotels and Marriott formed a joint venture in 2011, leveraging the unique style and design of these upscale urban-inspired hotels with the portfolio power and distribution of Marriott International.

#### **Noble Investment Group**

Founded in 1993, the Noble organization specializes in making value-added, opportunistic investments in the lodging and hospitality retail sector. Through its private equity real estate funds, Noble has invested more than \$3 billion in primarily upscale select service and extended-stay hotels throughout the United States including brands by Hyatt, Hilton, Marriott, Starwood, W Hotels and Westin. For additional information, please visit [www.nobleinvestment.com](http://www.nobleinvestment.com).

#### **Simon Property Group**

Simon is a global leader in retail real estate ownership, management and development and a S&P100 company (Simon Property Group, NYSE: SPG). Simon's industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit [simon.com](http://simon.com).

###