

## IHG & Dora Brothers Hospitality Announce Opening of Hotel Indigo Fishers-Indy's Uptown

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Branded boutique hotel also coming to downtown Indianapolis

IHG (InterContinental Hotels Group) announces the opening of a Hotel Indigo in Fishers, Ind., (US) with plans for another Hotel Indigo in downtown Indianapolis. Both properties are owned by multi-unit IHG developer Tim Dora of Dora Brothers Hospitality, under a license agreement with a company in the InterContinental Hotels Group.

"We are thrilled to bring two additional Hotel Indigo locations to Indiana with Dora Brothers Hospitality," said Jim Anhut, senior vice president, Franchise Development, the Americas, IHG. "The flexibility of Hotel Indigo's unique branded boutique concept allows us to retain the integrity of the suburban and downtown neighborhoods, while incorporating visual elements unique to each location and hallmarks exclusive to the Hotel Indigo brand."

The 115-room property, located at 9791 North by Northeast Blvd., in the growing community of Fishers, is a \$7 million conversion from a Ramada Inn. Fishers is an upscale bedroom community of Indianapolis, known as "The Crossroads of America". In stark contrast to the hustle and bustle of city life, interior design firm Adrian Carr Caradine Design Inc., decided to create an interior that reconnects the guest to nature, providing a soothing, relaxing environment. Organic forms and rich wood tones with vibrant shades of apple green and teal provide a welcome respite from grey days and the concrete world outside. The design offers unexpected, whimsical features, sure to engage guests. With living room style seating, easily accessible technology and a community table, guests won't want to miss the casual social vibe in the open lobby.

The hotel features unique art on a rotating basis, as part of a partnership with the local Arts Council. An exciting competition is underway with local photographers, and winning entries will be displayed as three-story murals on the hotel's exterior walls.

Local attractions to this hotel include Conner Prairie Living History Museum, The Fashion Mall at Keystone and award-winning golf courses. The property also offers convenient access to the Indianapolis Zoo, the Children's Museum, Indiana State Fairgrounds, the Indianapolis Motor Speedway, and Indianapolis International Airport- all within 20 miles of the property.

The Indianapolis location, a 143-room new build property located in the heart of downtown, is adjacent to the future Indianapolis Transportation Center with construction scheduled to begin in early 2010 with a summer 2011 opening.

Out-of-town Indianapolis Colts fans will appreciate the hotel's close proximity to the Lucas Oil Stadium, which will be just steps from the Hotel Indigo. The new property will also be within walking distance of more than 30 historical landmarks, museums, restaurants/bars, businesses and entertainment venues, including the Indiana Convention Center, Conseco Field House and the Indiana State Capitol. Guests will be only 12 minutes from the Indianapolis International Airport.

"We are very excited to bring this unique hotel experience to downtown Indianapolis and Fishers," said Tim Dora. "Both complement our first Hotel Indigo that just opened in downtown Columbus, Ind., and we believe all of these markets will embrace the Hotel Indigo concept."

The properties in Fishers and Columbus are perfect embodiments of the brand's Interpret Indigo™ concept, which emphasizes creative design interpretation of the Hotel Indigo brand concept to suit a property's local market. In contrast to the soothing tones of Hotel Indigo Fishers, the interior design of Hotel Indigo Columbus Downtown is an eclectic mix of mid-20th century modern classics and hip contemporary design trends. The amazing accomplishments that the Columbus community has made in promoting forward-looking contemporary architecture and design was a major inspiration to the interior design firm, Adrian Carr Caradine Design Inc. The interior furnishings, colors, and art reflect the period of 1948 through 2008, the post World War II years when Americans gained and subsequently rediscovered an appreciation for modern design.

Boutique hotels, known for their intimate, luxurious environments in addition to personalized accommodations and services, have gained increasing popularity throughout North America. Hotel Indigo is known as the industry's first branded boutique hotel, artfully combining the conveniences and consistencies of a brand hotel with the design cache and service personality of a boutique at an attractive price. The soul of the brand's retail-inspired concept is renewal - thoughtful changes that are made throughout the year to keep the hotel fresh, similar to the way retailers change their window displays. The renewal concept provides even the most frequent guest a unique experience with every stay. The hotels will feature renewable elements such as vivid nature-inspired murals, area rugs, plush duvets and slip covers that will change periodically. Public spaces will be transformed seasonally through changing artwork, music, flora and murals.

The Hotel Indigo Fishers features signature design elements including oversized lobby chairs, which create a personal work or dining space within the public areas of the hotel, cozy, airy and inviting guestrooms with plush bedding, hardwood-style flooring and spa-inspired showers, a Phitness studio with cardio equipment and free weights. The hotel also offers Phi, an on-site casual gourmet restaurant, a 24-hour business center, and high-speed Internet access in all guestrooms and wireless in the hotel's public areas.

The Hotel Indigo brand is quickly expanding throughout North America, with 14 locations open and more than 60 under development, either in the pipeline or in final negotiation. The first Hotel Indigo opened in Atlanta in October 2004, followed by Hotel Indigo Chicago Gold Coast, Chicago Schaumburg North, Houston at the Galleria, Hotel Indigo Dallas, Ottawa Downtown City Centre, Canada, Hotel Indigo Scottsdale, Ariz., Hotel Indigo Sarasota, Fla, Hotel Indigo Buffalo-Amherst, N.Y., Hotel Indigo Nashville West End, Hotel Indigo Mérida Hacienda Misné, Mexico, Hotel Indigo Boston-Newton Riverside, Hotel Indigo Columbus Downtown, Ind., and Hotel Indigo Fishers-Indy's Uptown. Future sites of Hotel Indigo hotels include Baltimore, Md., Miami, Fl., San Antonio, Texas, Las Vegas, Nev., New York, N.Y., St. Louis, Mo., and Knoxville, Tenn.

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