

Noble Investment Group Announces Leadership Team for the New Aloft Charlotte Uptown

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Hotel Unveils Pre-Opening Website and Hotel Blog

Privately held Noble Investment Group ("Noble"), a leading sponsor of private equity real estate funds and an integrated lodging and hospitality operating and development organization, today announced the appointment of the team of hospitality professionals that have been selected to oversee the day-to-day leadership of the New aloft Charlotte Uptown at the Epicenter, Charlotte, North Carolina. Opening November 1st, 2008, the aloft hotel is located in the heart of uptown Charlotte and is vertically integrated above retail and office into the new, \$275-million mixed-use Epicenter complex.

"Uptown Charlotte is a dynamic and fast growing area in the southeastern United States, and our location amongst first class dining, office, sports and retail is both convenient and attractive to business and leisure travelers," said Mit Shah, Noble's senior managing principal and chief executive officer. "We have selected a dedicated team of service-focused Noble professionals to lead the hotel and drive our mission of becoming an intricate part of the Charlotte Uptown community."

Rob Cote has been regional director of operations for a portfolio of Noble hotels for the past five years and has assumed the general manager leadership role for the aloft Charlotte Uptown. Rob's career spans 32 years in the hospitality industry, including a distinguished career with Marriott International for 15 years with the brands Courtyard, Residence Inn, and Fairfield Inn, where he earned multiple performance awards. He began his career in Washington, D.C. at the JW Marriott and Crystal City Marriott and opened the Fairview Park Marriott as director of room operations. Rob has been in the Carolinas for 12 years and calls Mooresville, N.C. home.

Carolyn Cudd has been named director of sales and marketing for the aloft. For the past five years, Carolyn has excelled as an area director of sales for a portfolio of Noble hotels affiliated with Marriott. During her career, Carolyn has received 9 accolades in recognition of her superior sales and marketing leadership and execution. She is actively involved with Meeting Planners International, Charlotte's Hotel Tourism Authority and was previously president of the Forsyth County Tourism Alliance in Winston-Salem, N.C.

Gloria O'Hal has assumed the position of sales manager for the aloft. Gloria began her career with Noble in 2002 as a sales manager. Gloria has over 20 years of experience in the hospitality industry and is currently a member of Meeting Planner's International, HSMIAI and PWA.

"Today's traveler is becoming increasingly web savvy, and the Charlotte aloft Uptown has developed a hotel specific pre-opening website and hotel blog to engage guests in the unique, aloft experience," said Rob Cote. "Our hotel website will provide guests the ability to view 360 degree photo tours of the hotel, as well as submit a request for proposal for meeting and event bookings. Our hotel blog will enable guests to received additional information about the team, the hotel and the area, in a social network format."

This urban-influenced, modern and vibrantly designed aloft hotel features loft-like guest rooms, a buzzing bar scene at w xyz bar in the open lobby, an urban-inspired 24/7 pantry re:fuel, and industrial elements throughout the hotel speak to the needs of today's highly social, self-sufficient traveler. Guestrooms feature the ultra comfortable signature bed, an oversize spa shower, custom amenities by bliss(C) spa, and more. The plug 'n play connectivity center charges all guest electronics and links to the 42" plasma TV to maximize work and play. Guests stay connected with complimentary, hotel-wide wireless internet access. The hotel is within easy access of the Bank of America Stadium, Charlotte Arena, Wachovia Financial, Ernst & Young, Deloitte & Touche, Pricewaterhouse Coopers as well as retail outlets and restaurants.

Connect with the Charlotte Aloft online

<http://www.aloftuptowncharlotte.com/> - Pre-opening Website

<http://charlottealoftuptown.blogspot.com/> - Hotel Blog

www.alofthotels.com/charlotteuptown - Brand Website

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