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**AUBURN HILLS SELECTED FOR THE NEWEST MICHIGAN CROWNE PLAZA
LOCATION!**

AUBURN HILLS, MI (September 13, 2007) – The Holiday Inn Select in Auburn Hills has completed its upgrade to a Crowne Plaza Hotel. This achievement follows a multimillion dollar renovation of the hotel, located in the heart of Auburn Hills, Michigan. This upgrade includes a renovation to public areas, ballroom, restaurants, guest rooms and the exterior.

"The City of Auburn Hills is absolutely thrilled at the idea of gaining another terrific upscale hotel for our business community and residents to enjoy," said City Manager Michael Culpepper. "We've long believed that there was a need for a hotel of this quality and are so very grateful that Crowne Plaza has agreed to make this significant investment on our wonderful city. We are confident that they will succeed."

The eight story property is the closest full service hotel to the city's major venues including DTE Energy Music Theater, Palace of Auburn Hills, and Meadow Brook Theatre. For those traveling to the area on business, the hotel is within close proximity to such giants of industry as Chrysler LLC., General Motors, ABB and Fanuc Robotics. The hotel offers amenities such as complimentary wired and wireless high speed Internet access in all guest rooms, heated pool and fitness center, and a 24-hour business center.

"We are most pleased to become a member of the Crowne Plaza family," said Chuck DeSantis, General Manager and nine year veteran of the hotel. "This is a great pairing of a city as dynamic and forward-thinking as Auburn Hills and a hotel product as refreshing and thorough as Crowne Plaza."

To celebrate the fact that all 190 rooms and suites will be receiving new 32" high definition televisions as part of the hotel's upgrade, one lucky winner will win a 32" high definition television of their own. The contest for the television will run from today until October 30, 2007. To enter or learn more visit: www.cpauburnhills.com

The Auburn Hills hotel will feature the Crowne Plaza Sleep Advantage program, which is available at all Crowne Plaza hotels in the Americas. Sleep Advantage encompasses the entire sleep experience, from training staff on how to create and maintain a restful environment to providing innovative products and services. Program components include new bedding with plush duvet and triple sheeted beds, guaranteed wake-up calls, designated quiet zones, night lights, drape clips, sleep CDs, sleep tips and amenities such as eye masks, ear plugs and lavender spray.

Also consistent with the Crowne Plaza brand, the hotel will offer a comprehensive meeting package to ensure a seamless planning process and exceptional meeting experience consisting of three key components: a Two-Hour Response Guarantee, Crowne Meetings Director and a Meetings Daily Debrief. With more than 5,000 sq. ft. of flexible meeting space, including a ballroom and up to seven meeting rooms, the Crowne Plaza Auburn Hills will provide business travelers with the ideal venue for both meetings and social functions. All meeting rooms are primed for wired internet connectivity.

The hotel also features O'Malley's Irish Tavern, the local gathering place for all travelers to the Auburn Hills area, offers a variety of American cuisine ranging from their signature half-pound "retro" burgers and the best wings in town to tender steaks and house specialties such as stuffed mushrooms, barbequed grilled salmon and a 22 oz t-bone steak. Guests can watch their favorite sporting event on one of nine televisions or take in a game or pool while enjoying an array of specialty beverages.

The Crowne Plaza Auburn Hills participates in Priority Club[®] Rewards. With more than 31 million members, Priority Club Rewards is the first, largest and fastest-growing guest loyalty program in the hotel industry. Winner of the 18th Annual Freddie Awards hotel loyalty "Program of the Year" and named "Best Hotel Rewards Program in the World" by *Global Traveler* magazine, Priority Club Rewards offers more sought-after benefits and the greatest ease of use of any hotel loyalty program.

Enrollment in Priority Club Rewards is free. Guests can enroll by logging on at priorityclub.com, by calling 1-888-211-9874 or by inquiring at the front desk of any of IHG's 3,700 hotels worldwide.

Crowne Plaza was recently recognized by Lodging Hospitality magazine as one the industry's top growing brands. As part of the InterContinental Hotels Group global portfolio, Crowne Plaza Hotels & Resorts has nearly 260 hotels in 48 countries, and are located in major urban centers, gateway cities and resort destinations. For reservations at Crowne Plaza properties, visit www.crowneplaza.com or call 1-800-2CROWNE.

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