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Groups Can Own Grand Rapids: Amway Hotel Collection Unveils 1100 Rooms Campaign

One Host & Point-of-Contact for Three Hotels in Locale Where Meetings Can Take Over the City & Not Get Lost Among Hundreds of Groups

GRAND RAPIDS, Michigan – September 17, 2009 – Amway Hotel Corporation (AHC) has launched the 1100 Rooms campaign and is encouraging meeting planners to think outside of the box and seek luxury, at an affordable price point, in Grand Rapids, Michigan. The state's second-largest city is home to AHC which includes the Amway Grand Plaza, JW Marriott Grand Rapids and Downtown Courtyard by Marriott. The three hotels boast over 1100 committable guestrooms and 13 restaurants, providing one host and point-of-contact with a variety of price points and services. Grand Rapids provides a small town feel, with the entire community known to rally behind large conventions, while offering amenities and value that supersede "first tier" cities, saving at least \$20 per person daily on lodging, meals and ground transportation. In fact, large groups can fill all three of the hotels and virtually "own" Grand Rapids with the city's support, instead of being lost among hundreds of groups (literally), as is the case with more populated meetings destinations. The Federal Reserve Chief forecasted a turnaround in the economy later this year. The 1100 Rooms campaign is well positioned at a time when businesses and groups are going to be conservatively spending on off-site meetings once again, and for those companies that must continue to meet to promote best business practices, even during a scaled-down economy.

"The collection features three distinct magnificent hotels offering a tiered pricing structure and is small enough to truly deliver on the promise of personalized service and one point-of-contact," said Ron Brondyke, vice president and director of corporate sales for AHC. "When you plan a meeting in Grand Rapids, you are not just a number, but a welcomed member of the community. Our goal with 1100 Room Nights is to show planners our dedication to easing their burden and accommodating all of their needs."

Each hotel provides a distinctive feel and is attached to one another and to DeVos Place Convention Center via a climate controlled skywalk, ensuring that meetings are an impressive experience in every season (AHC and Grand Rapids even brought in Flamingos in January for a tropical experience!). The convention center and the hotels together feature over 240,000 square feet of meeting and exhibition space and limitless configurable meeting locations, including two of the largest ballrooms in the region. All food for the meeting space and DeVos Place is overseen by AHC, bringing the culinary team's five-diamond experience to the banquet food (translation: no rubber chicken).

In addition to arranging the business end, Brondyke and the AHC team assist in planning an itinerary for groups to enjoy all downtown Grand Rapids has to offer, including urban

sophistication, Midwest hospitality, safety, and affordability. The city boasts Michigan's only professional ballet company, and the only opera in West Michigan, as well as a host of national performers making concert tour stops at Van Andel Arena, all combined with small town warmth and excitement behind conventions coming to town. The hotels are a short drive from Lake Michigan, ideal for sunbathing, boating and other water sports. Visitors will notice that most downtown attractions are within walking distance from each other (there are heated sidewalks!), and high-caliber restaurants provide a value not found in larger cities.

AHC is home to 13 restaurants and lounges and offers a wide array of culinary delights including Michigan's first and only five-diamond restaurant, The 1913 Room, which has maintained the status for seven consecutive years, four-diamond Cygnus 27, the highest dining destination in Western Michigan boasting impeccable skyline views, and six.one.six the signature market-fresh restaurant at JW Marriott Grand Rapids.

For groups with green on their minds, Grand Rapids was named "America's Greenest City" by Fast Company in September 2008 and leads the nation in the number of LEED-certified buildings per capita, including the Grand Rapids Art Museum, the world's first LEED-certified art museum. AHC is dedicated to incorporating green practices into all of its hotels and restaurants, and JW Marriott Grand Rapids was recently certified by Green Lodging Michigan for its cost-saving green efforts. Green Lodging Michigan is a joint program through Michigan's Energy Office and the Department of Environmental Quality and establishes environmental guidelines for the hospitality industry to conserve natural resources and prevent pollution.

For more information, please visit www.1100rooms.com/gettoknow.

About Amway Hotel Corp.

Amway Hotel Corp. owns two hotel properties: the Amway Grand Plaza Hotel, and the JW Marriott Grand Rapids. The corporation operates a third hotel property in downtown Grand Rapids, Mich., the Downtown Courtyard by Marriott. Amway Hotel Corp. is a division of Alticor Corporate Enterprises, a subsidiary of Alticor Inc.

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*Pricing compared to Las Vegas