

**From:** philip crifasi <[REDACTED]>

**To:** leslie groff <[REDACTED]>

**Subject:** RE: Interstate Unveils New Logo and Website as Part of Global Rebranding Initiative

**Date:** Fri, 04 May 2012 01:20:56 +0000

**Importance:** Normal

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Leslie: This is the group that will be managing the new Crowne Plaza hotel that I am developing in North Dakota. Land and construction costs are low; occupancies are over 78%; rates are over \$225 per key. All of this results in a higher net profit than a comparable hotel in Manhattan.

Project requires up to \$6.5 million in equity. Debt will be provided by a local ND lender, who will confirm the demand for this new hotel. The project can offer your Firm an 11% annual return on investment with full repayment by the 7th year.

If interested, feel free to call me at [REDACTED]. The ND region is booming. Thank you.

*Philip G. Crifasi, Jr.*

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Cell: [REDACTED]

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Date: Wed, 21 Mar 2012 12:35:27 -0400

From: [REDACTED]

To: [REDACTED]

Subject: Interstate Unveils New Logo and Website as Part of Global Rebranding Initiative

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**Interstate Hotels & Resorts  
Unveils New Logo and Website  
as Part of Global Rebranding  
Initiative**

**Contact Interstate**

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Chief Investment Officer  
[REDACTED]

**Edward Blum**  
Executive Vice President  
[REDACTED]

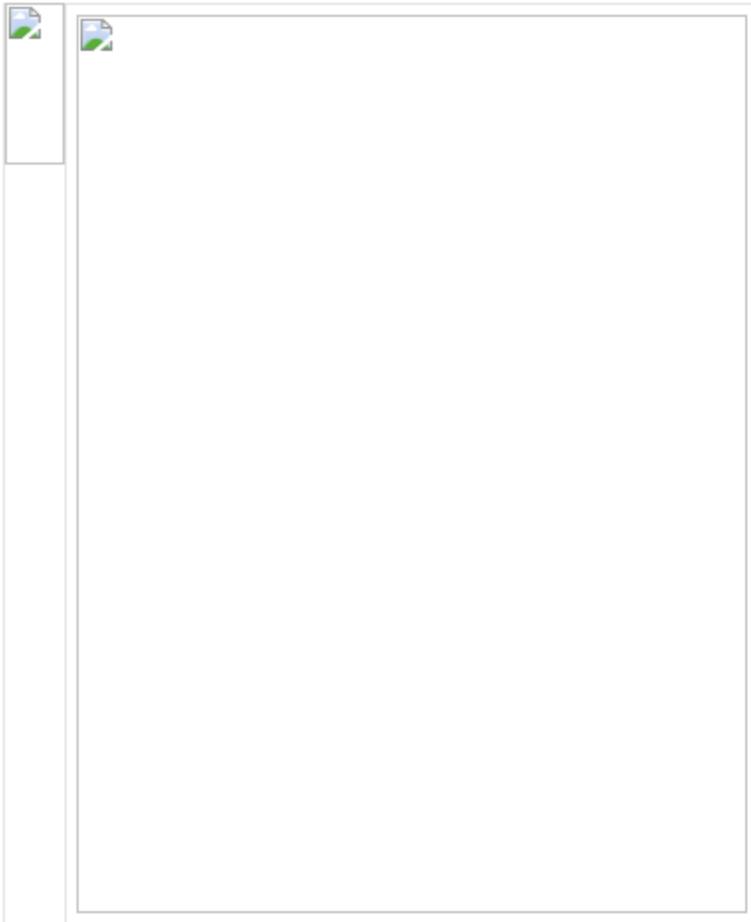
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Interstate Hotels & Resorts, a wholly owned subsidiary of a joint venture between subsidiaries of Thayer Lodging and Jin Jiang Hotels, is the largest and leading U.S.-based global hotel management company. For more information, visit Interstate's web site:  
[REDACTED]



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[Interstate Hotels & Resorts](#) has unveiled its new global corporate identity, logo and website. The new imaging was revealed internally to the Company's 1,200 corporate and hotel leadership teams at its Global Leadership Conference last week. The re-branding initiative was undertaken to better communicate the Company's position as the only large-scale, U.S.-based hotel management company with a global footprint.

"The new Interstate Hotels & Resorts' identity reflects and unites our global reach, strength, world-class operations and leadership position in the industry," said Jim Abrahamson, Interstate's chief executive officer. "We hold a unique position in our industry that separates us from our competitors. The new logo graphically expresses our brand strategy, vision and mission to internal and external audiences and serves to integrate a consistent brand in all regions across the globe."

The new logo features a stylized globe with an "I" in the center. The logo palette features a dark vibrant blue and distinguished dark gray against a white background. The logo will be deployed along with the company's positioning statement, "Our Experience, Your Success," that capsulizes the company's proficiency, depth, personalized attention, and proprietary systems which drive results for owners. Each region where Interstate operates will have its own version of the logo, including Russia, China, India and Europe.

Along with a new logo, Interstate has launched a new website, [REDACTED], resulting in a refreshed

design that expresses the Company's re-branding and positioning strategy, with an enhanced focus on Interstate's worldwide hotel management resources, depth of experience, and the advantages of Interstate management services to owners and developers.

"Interstate remains focused on the performance of each individual hotel and in each market, on behalf of owners," said Leslie Ng, Interstate's chief investment officer. "It is our daily attention on balancing guest and associate satisfaction, revenue and profit for each hotel, that drives results for owners and contributes to our reputation as quality operators around the world."

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