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NewcrestImage To Develop “Lifestyle Hotel Campus” at Frisco Station

*4 Brands, 600 Rooms To Anchor Frisco Station’s “Hub” Concept*

FRISCO, Texas - NewcrestImage is launching an ambitious and innovative 4-brand, 600-room “lifestyle hotel campus” at Frisco Station, a 242-acre, mixed-use development located in the northwest quadrant of the Dallas North Tollway and Warren Parkway in Frisco, Texas.

The campus will include a dual- brand AC Hotel and Residence Inn, both by Marriott, featuring about 300 rooms plus a Canopy by Hilton and a Hyatt Place, each featuring about 150 rooms. AC and Canopy are chic lifestyle brands, while Residence is an upscale extended-stay brand and Hyatt Place is a select-service brand.

The hotel campus is being architecturally-designed to serve as the anchor to “The Hub” at Frisco Station, which will be the centerpiece of the 242-acre development. At full build out, the Hub will offer more than 200,000 square feet of unique food and beverage concepts, innovative entertainment options, and diverse retail selections surrounded by the project’s expansive parks and trails system. The Hub is uniquely designed to enhance community connectivity, while bringing an amenity center that will support the project’s office and residential platforms.

“Today’s travelers want new hotel solutions, so our properties are constantly evolving, improving, and pushing the boundaries in design, amenities, and services,” says Mehul Patel, chairman and CEO of NewcrestImage. “Our four hotels at Frisco Station will dramatically raise the bar for how we make guests comfortable and how our guests make memories.”

Construction on the hotels will take place in two phases, with three hotels -- the AC, Residence, and Canopy -- scheduled to break ground in January of 2017 and the first openings anticipated in June of 2018. Construction of the Hyatt Place is expected to begin during 2017.

The project represents one of the largest projects to date by Dallas-based NewcrestImage, which began operations in 2013.

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“The hospitality campus is an essential component for making Frisco Station a premier North Texas destination,” said Mike Berry, president of Hillwood Properties, which serves as master development partner for Frisco Station. “With its strategic location as the anchor to ‘The Hub’ at Frisco Station, the hotel campus will drive foot traffic and fuel energy throughout the development by both overnight guests and meeting attendees. And in addition to serving the residents of Frisco Station, these hotels will also provide needed rooms for the rapidly expanding Frisco office corridor and business community.”

The hospitality campus is the latest project to be announced for the Frisco Station project. Last month, VanTrust Real Estate announced plans to develop a 228,000-square-foot, Class A speculative multi-tenant office building.

Upon completion, Frisco Station will include more than five million square feet of office and corporate campuses and 2,400 urban living units.

Located along one of the most dynamic development corridors in North Texas, and adjacent to the new Dallas Cowboys headquarters, Frisco Station offers a new approach to urban design. The development will include extensive amenities and an environment that fosters high-tech, imaginative and collaborative experiences. It will feature the latest health and wellness concepts, entertainment venues, specialty restaurants, medical centers, open spaces with programmed events, and trail systems that provide connectivity between office, medical and urban living districts. The project is being developed by the Frisco Station Partnership, which is composed of Rudman Partnership, Hillwood Properties and VanTrust Real Estate.

NewcrestImage has a rich history of introducing distinctive hotel projects, including the first dual-branded hotel in the Dallas-Fort Worth Metroplex and the first AC Hotel in the United States, located in the French Quarter of New Orleans.

Its properties have repeatedly won industry awards and accolades for excellence in architecture and design, notably the Courtyard by Marriott in Amarillo, Texas and the Holiday Inn Express in the historic Bricktown district of Oklahoma City.

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About NewcrestImage

Currently, NewcrestImage has a portfolio of 21 hotels, with another 12 hotels under construction or in development including renovation of historic sites in Cincinnati, New Orleans, Houston and Dallas. Three vertically-integrated divisions – real estate development, construction and hotel management – create unique synergy and value-added success for the company’s people, properties and investment partners.

About Frisco Station

[Frisco Station](http://www.friscostation.com/) is a 242-acre mixed-use development in Frisco, Texas, created with a new approach to urban design based on the foundational principles of smart, creative and healthy experiences. The proposed development is located along the Dallas North Tollway and to the north of Warren Parkway surrounding the new Dallas Cowboys Star development and world headquarters complex. Frisco Station will feature fully amenitized office, residential, retail, restaurant and medical uses. The project is being developed by the Frisco Station Partnership, which is composed of Rudman Partnership, [Hillwood Properties](http://www.hillwood.com/About/KeyBrands/HillwoodProperties.aspx) and [VanTrust Real Estate](http://www.vantrustrealestate.com/).