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La Quinta Inn & Suites Sebring, Florida wins 2010 Governor's Business Diversification Award

Liberty Group of Companies announced that its new La Quinta Inn & Suites hotel in Sebring has won the prestigious Florida Governor's Business Diversification Award for exceptional contributions made towards statewide economic diversification.

FOR IMMEDIATE RELEASE

PRLog (Press Release) - Sep 01, 2010 - ORLANDO, FL - September 1, 2010. Privately held Liberty Group of Companies, a leading developer and operator of limited-service hotels, announced that its brand new La Quinta Inn & Suites hotel in Sebring has won the prestigious Florida Governor's Business Diversification Award for exceptional contributions it has made towards statewide economic diversification.

The award recognizes successful job creation and distinctive community involvement and investment efforts throughout Florida. Liberty Group's second hotel development in Sebring opened in October 2009 under the leadership of General Manager Ms. Sherry Bartley and her team of hospitality professionals. The Award will be presented by Governor Charlie Crist to Liberty Group President Punit R. Shah on September 22, 2010 in Tallahassee, Florida and featured in Florida Trend magazine.

"Our decision to develop the La Quinta Inn & Suites in Sebring was based on numerous economic factors that demonstrated the strength of Highlands County and the Sebring market," said Punit R. Shah, President of Tampa Bay-based developer Liberty Group of Companies. "This hotel, along with our previous Holiday Inn Express hotel development in Sebring, has created new full-time employment to Sebring residents and a strong tax base that will continue to benefit the City for decades."

As one of the closest hotels to the Sebring International Raceway, the new La Quinta Inn & Suites offers guests pet-friendly three-star accommodations, a heated outdoor pool and spa, lush tropical landscaping, and meeting space for up to 60 persons. Featuring 77-guest rooms and suites, the La Quinta Inn & Suites also provides guests with free high-speed wireless Internet access, free Bright Side breakfast, free local calls, and a state-of-the-art fitness and business center. Luxurious Bright Morning bedding, large bathrooms with wood and chrome elements, and modern bold design tones welcome guests into a crisp setting influenced by Sebring's rich history and culture. All rooms features 32-inch high-definition flat panel LCD televisions, as well as brightly lit work areas and ergonomic chairs to accommodate business travelers.

Situated near the intersection of US Highway 27 South and US Highway 98, the new 39,000 sq.-ft. property is the second hotel development in Sebring by developer Liberty Group of Companies. With the addition of the new La Quinta Inn & Suites in Sebring, the Liberty Group of Companies has brought over 140 new hotel rooms to Sebring including their 2006 development of the Holiday Inn Express & Suites and Denny's restaurant on US 27 North. Future development plans for the site also include a similar quick-service restaurant to be located along the frontage of the property.

Enterprise Florida, Inc., responsible for the Governors Business Diversification Award, is a partnership between Florida's business and government leaders and is the principal economic development organization for the state of Florida. Headquartered in Orlando, Enterprise Florida's mission is to diversify Florida's economy and create better-paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries. In pursuit of its mission, Enterprise Florida works closely with a statewide network of economic development partners and is funded both by the State of Florida and by private-sector businesses.

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The Liberty Group of Companies is a vertically integrated real estate company specializing in real estate investments, asset management, and commercial property development. With over \$150,000,000 and 35 years of proven development and management experience, our calculated and defined growth strategy allows us to continue identifying opportunities throughout diversified hospitality ventures. Visit our site at www.LibertyG.com.

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Calendar for September 2010 and August 2010 showing dates and days of the week.