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PREMIERE EXECUTIVE SUITES MAKES FLORIDA ITS FIRST U.S. DESTINATION

Canada's largest corporate housing provider will take over several suites in upscale Tampa Florida development

TORONTO, ONTARIO, CANADA – The rapid expansion of Premiere Executive Suites continues unabated with the latest announcement of the company's first foray into the U.S. market. In late March 2009, Canada's leader in executive extended-stay accommodations will open a collection of four-star, professionally designed furnished suites in the former condominium development known as "The Place", in Tampa's upscale "Channelside" neighborhood.

"We've been looking at the U.S. market for some time, but the opportunity had to be right for us to make the move," said Jeff Brookhouser, President of Premiere Executive Suites (and a native of Wichita, Kansas). "Fortunately for us, it was possible for our corporate partner to make the investment in The Place at Channelside."

"Creating great guest experiences is what we do," says Brookhouser "and to stay true to this passion we're partnering with Nika Corporate Housing, to manage the Tampa suites."

Nika Corporate Housing LLC was selected to spearhead this project because of their outstanding commitment to customer care, consistent service levels and reputation for providing outstanding accommodations in the Tampa Bay market.

"We are delighted to have been chosen as the management and sales partner for this exciting new project," said Nika Cagle, owner and president of Nika Corporate Housing LLC, "and to be chosen as the first U.S. provider of Premiere Executive Suites in the United States is a distinct honor."

"With a customer satisfaction rating of over 99%, we're the perfect partner for Premiere," said Nika. "We've been very successful in developing our core business opportunities in our Tampa Bay market and we're very excited about expanding our base with this new product."

“Relatively speaking, Tampa is a very strong market for corporate housing,” says Jeff Brookhouser, “with a significant concentration of the corporate business that exists in the southeast. We think it’s an ideal market for us to bring our brand into.

“There are, admittedly, a number of corporate suites available in Tampa, but our facility will be furnished, fitted and priced to a premium level when compared to the competition, in keeping with the quality that Premiere is known for. We’re confident that there’s an eager market for affordable luxury.”

About Premiere Executive Suites

Premiere Suites operates over 800 suites from coast-to-coast in 18 Canadian cities, as well as one property in Barbados. The company was founded in 1999 by entrepreneur Tim Moore, and quickly became the leading company in the executive extended stay accommodation industry in Canada. The industry generates an estimated \$300 million in annual revenues in Canada, and over \$3 billion in the United States.

About Nika Corporate Housing

Nika has proudly served the greater Tampa Bay metro area with high-quality, upscale short, medium or long term furnished housing solutions for over six years. They maintain a state of the art computer network to manage unit resources and services, and offer their clients unparalleled service and dedication. Their professional staff and their commitment to their clients are their hallmark.

Certified Corporate Housing Professional (CCHP)

Servicing: MacDill AFB, Tampa, St. Petersburg, Clearwater, Brandon, Bradenton, Sarasota and other major cities Nationwide

Corporate Office: (888) 887-0178, (813) 857-2211 X 8

About Southwest Properties

Premiere Executive Suites’ corporate partner is Halifax-based Southwest Properties, a major property developer in Canada’s Atlantic provinces. Together with Armco Capital, a real estate investment company also based in Halifax, Southwest purchased The Place in October, 2008. A joint company, Channelside Place LLC, was formed to control the property, two floors of which will be converted to Premiere Executive Suites.

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