



FOR IMMEDIATE RELEASE

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Holiday Inn North at the Pyramids Re-Brands as Caribbean Cove Hotel & Water Park

Indianapolis, IN (May 16, 2011) – After many years of flying the Holiday Inn flag, the Holiday Inn North at the Pyramids will soon end its affiliation with the brand to operate as an independent hotel on June 13, 2011. Located at the intersection of I-465N and North Michigan Road in College Park, the hotel's new name will be Caribbean Cove Hotel & Water Park. The property will continue to operate as a full service hotel featuring the tropical themed indoor water park. General Hotels Corporation manages the hotel, which has been part of the community for over 40 years.

“Given the hotel's connecting water park as a point of differentiation, operating independently will allow the property to shift away from the cookie cutter approach of an institutionally branded hotel to offer guests a more focused and personalized lodging and recreational experience,” said Jim Dora, Jr., General Hotels Corporation president and chief operating officer. “The hotel will be able to operate more efficiently and creatively without the big brand restrictions, mandates and franchise fees,” continues Jim Dora, Jr.

While the new name may be Caribbean Cove Hotel & Water Park, guests will still experience the same great service and affordable rates. The Caribbean Cove Hotel & Water Park will continue to provide a host of top amenities including; complimentary wireless high speed Internet access, complimentary local phone calls, a business center, on-site fitness center, an indoor swimming pool and access to the connecting 50,000 sq. ft. tropical themed indoor water park. Complimentary breakfast buffet for all overnight guests will replace Holiday Inn's Kids Eat Free® program. The on-site restaurants, Indy Sports Grille and Café St. Paul, will not be affected by the name change. Meeting and banquet services will continue to be available at the hotel.

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The hotel's current management, staff and phone number will remain unchanged. Hotel reservations may be made by calling (317) 872-9790 or online by visiting the hotel's website at <http://www.CaribbeanCoveWaterPark.com>.

Note to Editors

For high-resolution photos, please contact Michelle Laird at mlaird@genhotels.com or at (317) 243-1010.

About General Hotels Corporation

General Hotels Corporation is an Indianapolis based hotel management company with a reputation for progressive and successful management. General Hotels Corporation operates 13 hotels representing 2,160 hotel rooms throughout Indiana. In Indianapolis these properties include Crowne Plaza at Historic Union Station, Crowne Plaza Indianapolis Airport, Caribbean Cove Hotel & Water Park, Homewood Suites by Hilton-Keystone at the Crossing, Staybridge Suites Fishers and Holiday Inn Express South. Throughout Indiana, General Hotels Corporation operates Homewood Suites by Hilton and Hampton Inn in Lafayette, Courtyard by Marriott in Kokomo, Holiday Inn and SpringHill Suites by Marriott in Terre Haute, Hampton Inn in Scottsburg and Holiday Inn in Columbus. Visit GenHotels.com for more information.

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