

FOR IMMEDIATE RELEASE

CONTACT: Anne LeZotte
(248) 258-2333
alezotte@identitypr.com

**HOTEL VALENCIA CORPORATION TO UNVEIL
NEW BRAND AT CITYCENTRE — HOTEL SORELLA**

HOUSTON, July XX, 2008 — Midway Companies, a Houston-based privately owned international real estate development and investment firm, announced today that Valencia Group will introduce its new luxury hotel brand, Hotel Sorella, at the company's CITYCENTRE project in Houston. The announcement was made by Brad Freels, chairman and CEO, Midway Companies.

“Valencia Group chose CITYCENTRE for its Sorella introduction because the center truly represents the next generation of mixed-use developments,” said Freels. “Hotel Sorella is the perfect fit with the center’s distinct blend of elegant retail shops, fine-dining, state-of-the-art offices and distinct metropolitan homes.”

The luxury Hotel Sorella will feature 245 rooms with a European-inspired design throughout. With world-renowned interior designer Peter Remedios, of Remedios Siembieda Design, creating a contemporary yet sophisticated lifestyle hotel, combined with the hotel staff’s attention to detail and personalized service and amenities, Hotel Sorella will ensure guests are provided with a unique experience.

Upon arrival, a grand, glass staircase welcomes guests into the relaxing atmosphere of the reception area and lobby lounge that provides the comforts of your own home. Crossing the glass enclosed walkway, the hotel features Luce, an exotic, Moroccan-style bar with starlit ceiling and centered around a fire place. The bar spills onto an open-air courtyard with a pool, swing daybeds and cabanas. From here, guests can enjoy the views of the plaza. In addition, the stylishly designed guestrooms and furnishings, dark hardwood floors and luxurious amenities ensure a stay at Hotel Sorella will be unique; one that we believe will create a synergy with guests and the CITYCENTRE development.

Valencia Group is a Houston-based independent company focused on development and operation of full-service luxury hotels. Valencia Group is vertically integrated and is an internationally recognized partner for branded luxury residences. Valencia’s properties are leading market performers as measured by Smith Travel Research (STR) with gross operating profit generation that ranks at the top tier of all USA luxury hotels, and continue to earn notoriety in World-renowned publications such

IDENTITY

Marketing & Public Relations

as *Condé Nast* as one of the “100 Best New Hotels in the World” and *Travel + Leisure* as one of the “Top 500 Hotels in the World”. (www.valenciagroup.com)

Houston-based Midway Companies is a privately owned international real estate development and investment firm that has provided the highest level of quality, service and value to its clients and investors for 40 years. The Midway portfolio of projects completed and/or under way consists of approximately 32 million square feet of properties ranging from office and industrial facilities, corporate headquarters, mixed-use centers, business and industrial parks, medical facilities, manufacturing facilities, and master-planned resort and residential communities. Since its inception in 1968, Midway has created projects of distinction, aesthetic relevance and enduring value for its investor partners, clients and local communities. For more information on Midway, visit www.midwaycompanies.com.

#