

CONTACT: Stuart Rosenberg/Lacy Smythe Edmondson
Studio Communications
713-524-2800
stuartr@studiocommunications.net/
lacy@studiocommunications.net

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**NORRIS CONFERENCE CENTERS ENTERS ITS FIRST PARTNERSHIP WITH HOUSTON'S
SOON-TO-OPEN HOTEL SORELLA WITHIN PREMIER CITYCENTRE MIXED-USE DEVELOPMENT**

State-of-the-Art Facility to Support Property's Meeting and Event Needs

HOUSTON, TX – May 2009 – Norris Conference Centers is expanding its presence in Houston with a second location at CITYCENTRE, an innovative mixed-use development in close proximity to the Energy Corridor and Uptown which will be anchored by Hotel Sorella. The 30,000-square-foot, state-of-the-art facility, will also introduce Norris Conference Centers' Red Oak Ballroom concept to the city and support Hotel Sorella's meeting and event needs.

Slated to debut in May 2009, Norris Conference Centers' Conference Center and Red Oak Ballroom CITYCENTRE Houston will be connected to Hotel Sorella by a sky bridge. Key elements in the master plan of CITYCENTRE, both the conference center and hotel were developed to work seamlessly from an aesthetic and functionality standpoint. Norris Conference Centers will share booking capabilities in addition to globally influenced design cues with the adjacent, 244-room hotel, which will be slated for a July 2009 soft opening.

According to Hotel Sorella's general manager, Ryan Gullion, "The Hotel Sorella brand was conceived to work within the framework of a mixed-use environment, and the relationship with Norris Conference Centers is one of several amenities that will create dynamic experiences for guests and meeting planners who will have the best of everything in one place, but not under the confines of one roof."

One of the largest meeting and event offerings on Houston's far west side, the facility will also be Norris Conference Centers' most elegant and timeless product to date. The company, which operates venues in Austin, Houston, San Antonio and Fort Worth, has tailored the product to cater to discerning international businesses based in the Energy Corridor and the affluent residents of neighboring Memorial for weddings and social happenings.

"The premier CITYCENTRE site and partnership with Hotel Sorella – our first connected product – was a unique opportunity for us to take our nearly twenty years of experience in the meetings, events and corporate training industry to create a one-of-a-kind flagship venue," said Norris Conference Centers founder David Norris.

Recognized for their attention to detail and unrivaled customer service, Norris Conference Centers and Red Oak Ballrooms have become preferred venues around the state for an annual calendar of approximately 3,500 meetings, wedding receptions, small trade shows, social events and holiday parties.

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Norris Conference Centers CITYCENTRE Houston will meet the requirements of the International Association of Conference Centers (IACC) of which there are fewer than 25 certified locations in Texas. An expansive foyer and pre-function space will support three upscale meeting venues: the nearly 3,000-square-foot Pecan, 1,700-square-foot Live Oak and approximately 5,000-square foot Magnolia. Highlights will include ergonomic seating, full spectrum lighting, soundproofing and individual thermostats.

Encompassing approximately 7,700 square feet, Red Oak Ballroom will be divisible into two smaller function rooms and will support seated lunches and dinners up to 500 guests in size. Overlooking CITY CENTRE's dramatic central plaza with water feature, the interior has been designed as a neutral backdrop to enhance rather than detract from the creativity of clients and planners. A variety of catering options will be available.

About Hotel Sorella

Slated to debut in July 2009, the 244-room, luxury property with globally influenced design cues, will serve as the flagship for the Sorella brand, an inspired hospitality concept from Valencia Group. Hotel Sorella will also act as a key anchor for CITYCENTRE, a pedestrian-friendly, mixed-use development in close proximity to Houston's Westchase and Energy Corridor business districts, in addition to the affluent Memorial residential area. Property highlights will include dramatic, residential-style guestrooms with dark hardwoods floors; a European-style bar featuring a central fireplace, active seating and starlit ceiling; rooftop pool with draped cabanas and lush courtyard; spa and health club; state-of-the-art meeting and event facilities; plus Café Rosé and Bistro Alex restaurants. For more information, please call 713-973-1600 or log onto www.hotelsorella-citycentre.com.

About Valencia Group

Valencia Group, a Houston-based company, provides management, development, branding and repositioning services for full-service, independent hotels owned by Valencia as well as third-parties. As with Hotel Valencia Santana Row in San Jose, California, and Hotel Valencia Riverwalk in San Antonio, TX, most Valencia sponsored hotels are set in the cultural heart of each city. Valencia Group hotels fuse globally-inspired modern design with Mediterranean influences, becoming popular destinations for guests and visitors alike. Other Valencia Group projects include Hotel Sorella (Houston, Dallas, TX); Hotel Georgia (Vancouver, BC); and Hotel Valencia (Austin, TX). Valencia Group continues to forge its position as a mixed-use anchor with projects where the right balance of residential, restaurant, retail and office coalesce to create full-spectrum accretive value in great urban settings. For more information, please visit www.valenciagroup.com.

About CITYCENTRE

Developed by Midway Companies, CITYCENTRE is a thoughtfully planned and meticulously executed self-contained community of sophisticated retail, elegant dining, Class-A office space, 22 corporate penthouse residences, luxurious brownstones and lofts, upscale apartments and the 244-room Hotel Sorella, a world-class hospitality and conference facility. Surrounded by European-style open-air plazas and beautifully designed green spaces, CITYCENTRE is also home to Life Time Athletic, a state-of-the-art urban fitness facility and spa, and Studio Movie Grill, a nine-screen premier cinema. For more information, please visit www.citycentrehouston.com. For more information about Midway Companies, please visit www.midwaycompanies.com.

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