

NEWS

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Auntie Anne's brings international meeting home to Lancaster: **Company selects new convention center / hotel to host partners from around the world**

Lancaster, Pa. (June 25, 2009) – Officials representing Auntie Anne's, Inc., the world's largest hand-rolled soft pretzel franchisor, and The Lancaster County Convention Center and Lancaster Marriott at Penn Square are pleased to announce that Auntie Anne's will host its next international event for franchisees, store managers, and suppliers from September 15-17 at the brand new convention center / hotel facility. Approximately 1,000 individuals representing 43 states and 20 countries will be in attendance.

Over the last 21 years, Lancaster County has been the central location where individuals joining the Auntie Anne's system begin their journey with the company. Because of the significance of the location, Auntie Anne's is welcoming back its business partners with a homecoming event theme.

"The commitment we made in September of 2005 will now be a reality, 'Build it and Auntie Anne's will come!,'" said Samuel Beiler, president and CEO of Auntie Anne's, Inc. "We're looking forward to reintroducing our stakeholders to the various opportunities Lancaster has to offer and showcasing the impressive convention and hotel facility."

The global franchisor has not been able to host a system-wide meeting in Lancaster County for the last nine years due to a lack of an adequate full-service meeting facility. Notably, the September event will result in significant spillover business in the community, including the need for hundreds of additional guest rooms beyond the amount offered at the Lancaster Marriott at Penn Square.

"We are thrilled that Auntie Anne's is able to welcome their entire group of partners back to their own hometown of Lancaster," said Joshua Nowak, director of sales & marketing for Interstate Hotels & Resorts, the management company for the facility. "We are seeing tremendous interest in both this beautiful new facility and Lancaster as a business destination – as a go-to place among meeting planners looking to bring their events to Pennsylvania," Nowak said.

About the integrated facility

The landmark \$177-million facility, anchoring historic Penn Square in Downtown Lancaster, Pa., incorporates the iconic 110-year-old façade of the former Watt & Shand Department Store. The convention

center and 299-room hotel offer a combined 90,000 square feet of meeting space and the latest technology for conventions, events, and trade shows. The venue offers space for groups up to 5,000 and includes a convention and exhibition hall, two grand ballrooms, and finely appointed meeting and board rooms. In the hotel portion of the integrated facility, meeting attendees will find all the amenities commanded by the Marriott name, including 37-inch LCD high-def screens, smart plug-and-play system for connecting laptops to TVs, and luxurious pillow-top bedding. To book an event at the integrated facility, call Josh Nowak at 717-207-4044. For more information, visit www.lancasterconventioncenter.com and www.marriottlancaster.com.

About ownership of the integrated facility

The Lancaster County Convention Center is a publicly owned entity under the direction of the Lancaster County Convention Center Authority; Kevin R. Molloy, executive director. The Lancaster Marriott at Penn Square is owned by the Redevelopment Authority of the City of Lancaster and leased to Penn Square Partners, the private company that holds the Marriott franchise.

About Auntie Anne's, Inc.

One thousand Auntie Anne's locations in 20 countries offer up to 12 pretzel varieties including the Pretzel Dog, a Nathan's Famous hot dog wrapped in pretzel dough, and the new Pepperoni Pretzel. Dipping sauces and beverages, such as Auntie Anne's signature lemonade, are available to complement pretzel selections. Auntie Anne's is consistently ranked number one in the category of hand-rolled soft pretzels by **Entrepreneur's Franchise 500**, has received the **World-Class Franchise®** honor – the most prestigious award in franchising – for the past three years, and "**Best in Food Category**" for *Franchise Business Review's* 2009 Franchisee Satisfaction Awards. For more information, visit www.auntieannes.com.

About Interstate Hotels & Resorts

Interstate Hotels & Resorts, which operates The Lancaster County Convention Center and Lancaster Marriott at Penn Square, is the nation's largest independent hotel management company. For more information about Interstate Hotels & Resorts, visit the company's Web site at www.ihrc.com.

NOTE TO JOURNALISTS: High-resolution photos of the facility are available at http://www.lancasterconventioncenter.com/press_login.asp.

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