



FOR IMMEDIATE RELEASE

ATLIFIC HOTELS ANNOUNCES MANAGEMENT OF THE NEWLY OPENED ECO-FRIENDLY ELEMENT VAUGHAN SOUTHWEST

The hotel management company takes the reigns of Canada's first Element branded property with another to come in 2015

Toronto, ON (July 4, 2013) – [Atlific Hotels](#) is thrilled to announce its management of [Element Vaughan Southwest](#); the first Canadian location of Starwood's eco-conscious, extended stay brand. This marks Atlific's second hotel with Zzen Group, the first being Holiday Inn Express & Suites Vaughan-Southwest.

"Atlific is very excited to be involved in bringing this smart, stylish and cutting edge brand to Canada," said Philippe Gadbois, Senior Vice-President Operations, Atlific Hotels. "We look forward to bringing our trusted management to this first Element property with one more coming in 2015 in the form of Element Vancouver Metrotown," he added.

John Caneco will oversee operations as General Manager, bringing with him more than half a decade of experience with Atlific. Caneco opened the Holiday Inn Express Hotel & Suites Vaughan Southwest in 2008 and now brings his management expertise to the Element brand.

Element Vaughan Southwest is ideally situated a mere ten minutes from Toronto's Pearson International Airport and just 30 minutes from the downtown core. The hotel provides easy access to some of the country's major attractions including Canada's Wonderland, Vaughan Mills shopping outlet, Vaughan West Business Park and numerous restaurants. What's more, with more than 3,500 square feet of meeting and event space plus plenty of nearby banquet halls, every type of traveller's needs are met whether their trip revolves around business, wedding festivities or family fun.

Element is the first major hotel brand to mandate that each one of its properties pursue international Leadership in Energy and Environmental Design (LEED) for high performance buildings. This eco-conscious design ethic is evident in Element Vaughan Southwest's three ChargePoint Electric Car Stations as well as its 152 light-filled suites complete with 16 foot windows, low-flow faucets and fixtures, recycled

tire flooring and soy based amenities. Each stylish room includes a 42" flat screen television, large desk with ergonomic chair, signature Heavenly Bed and spa inspired bathrooms outfitted with invigorating rain showers.

Guest health is a top priority serviced via MOTION, a 24 hour fitness centre featuring Life Fitness cardio machines and Element's signature "pedal powered" stationary bike charging station which fuels electronic devices while patrons workout. The hotel's all-natural saltwater pool and complimentary bikes-to-borrow further encourage active living. The push for health is rounded out by Element's healthy, complimentary food services such as the daily RISE breakfast and the RELAX evening receptions from Monday to Thursday. Moreover guests can cook their own meals en-suite in their personal gourmet kitchen with filtered water, energy efficient appliances and cooking utensils, or use the outdoor grills, which round out Element's healthy living initiative.

ABOUT ATLIFIC HOTELS

Atlific Hotels is one of the leading hotel management companies in Canada operating over 50 hotels with offices in Montreal, Toronto and Vancouver. Ranked by *Hotelier Magazine* as one of the country's top 5 performing hotel management companies in 2012, Atlific Hotels has over 50 years of experience managing well known Canadian hotels, resorts, and extended stay properties and has built a reputation for best in business accounting reporting, exceptional sales and marketing programs and sound operational systems. Atlific Hotels' parent company, Ocean Properties, Ltd. operates over 60 hotels throughout the United States. Together they manage over 100 properties in North America with a total of 16,500 rooms, which include independent hotels and resorts as well as internationally recognized hotel brands such as Marriott, Hilton, Westin and Holiday Inn. For more information please visit www.atlific.com.

ABOUT STARWOOD HOTELS & RESORTS WORLDWIDE, INC.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,146 properties in nearly 100 countries and 171,000 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft®, and Element®. The Company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit www.starwoodhotels.com.

ABOUT ZZEN GROUP OF COMPANIES

Founded in 2002, ZZEN Group of Companies is the largest land developer and builder in Vaughan, Ontario with operating divisions in design-build construction, land development and property management. Proudly Canadian, ZZEN's mission is to plan, develop and build exceptional business communities that are well located, well built, attractive, clean, safe, secure, energy efficient, accessible by public transit and furnished with first class amenities. ZZEN's team includes professional engineers, masters in architecture, interior designers, highly experienced construction and property managers. ZZEN will develop an additional 400 acres in the Vaughan West Business Park in the next seven years, adding another seven million square feet of space and attracting many more great manufacturing, warehousing and distribution companies that expect to employ over 10,000 people.

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