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HOLIDAY INN EXPRESS TORONTO-NORTH YORK HOTEL UNVEILS NEW LOOK

July 13th 2015

TORONTO-NORTH YORK: VRANCOR GROUP, OWNER AND OPERATOR OF 15 BRANDED AND INDEPENDENT HOTELS THROUGHOUT ONTARIO, IS PROUD TO UNVEIL ITS NEWLY RENOVATED HOLIDAY INN EXPRESS TORONTO-NORTH YORK HOTEL

Vrancor Group unveiled its newly renovated Holiday Inn Express Toronto-North York, located a short distance from York University and attractions including Downsview Park and Canada's Wonderland. The 163-room newly renovated hotel is the second largest Holiday Inn Express[®] hotel in Ontario, and fifth largest in Canada, by number of rooms.

Located at 30 Norfinch Drive, North York, ON, the hotel has undergone a multi-million dollar renovation including a complete redesign of all public space including a new Lobby, Great Room, expanded Fitness Centre and newly-built Indoor Pool. Event organizers can select premium quality meeting rooms including the beautifully-appointed York Boardroom for 12 guests or the Downsview Room, ideal for 16 guests. Adjacent to the Great Room is a new, modern Business Centre with two work stations featuring Lenovo 23" all-in-one computers and complimentary Dell Laser Jet printing. Refreshed guestrooms feature new carpeting, wall vinyl and complete bathroom upgrades. Guests will enjoy the SimplySmart[™] bedding collection, where they will find crisp fresh bedding that features an attractive decorative throw, a medium-weight duvet blanket and soft, 200 thread-count sheets.

Stay connected with upgraded complimentary Wi-Fi and 60-channel high-definition digital cable, viewed on 37" HD flat screen TV's. Every guestroom comes fully equipped with refrigerator and microwave. Sophisticated keyless tap Saflok electronic door entry sets the arrival tone.

The transformation of the hotel was designed to evoke a warm and upscale feel through a colour pallet incorporating rich shades of pumpkin, sage green, brown and gold. Modern, elegant elements were added including Espresso-coloured millwork and white countertops paired with patterned acrylic inserts. Artwork features modern photography of nature-inspired imagery. Ceramic tile in a wood-grain design adds an upscale residential feeling to the overall look.

"Holiday Inn Express hotels are designed to be the smart choice for value-conscious business and leisure travellers," said Darko Vranich, CEO & President of Vrancor Group. "This renovation was designed to deliver changes that you will feel the moment you step inside. The feedback from guests has been extremely positive and rewarding" said Vranich.





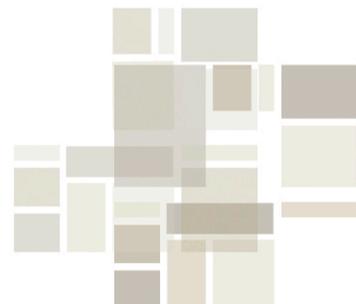
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“Holiday Inn Express® strongly delivers on the promise to offer “hotels that guests love” said Raman Rajenderen, General Manager, Holiday Inn Express Hotel Toronto-North York. “Whether our guests are here for business or leisure, we are focused on delivering genuine, real-world service in a stylish, inviting environment that ensures an enjoyable stay.”

Conveniently accessible from Highways 400, 401 and 407, the newly renovated hotel is an ideal choice for business travellers seeking a smart choice for accommodations in Toronto’s thriving north-west region or for families visiting York University, Downsview Park, LEGOLAND® Discovery Centre or Canada’s Wonderland, where a convenient shuttle service to and from the park is offered by the hotel.

The complimentary Express Start® breakfast bar features a full range of breakfast items, including a rotation of egg and meat selections, biscuits, yogurt, fruit, pancakes, the brand’s proprietary cinnamon roll, and Smart Roast® coffee.

Reservations can be made by calling 1-800-HOLIDAY or by visiting hiexpress.com/yyz-northyork. Holiday Inn Express hotels participate in IHG’s guest loyalty program IHG® Rewards Club, the industry’s first and largest guest loyalty program with more than 76 million members. IHG® Rewards Club is free to join and guests can enroll at ihgrewardsclub.com, by downloading the [IHG® app](#), by calling 1-888-211-9874 or by inquiring at the front desk of any of IHG’s more than 4,600 hotels worldwide.





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ABOUT HOLIDAY INN EXPRESS® HOTELS

Holiday Inn Express® hotels are a part of the IHG brand family and are the ideal choice for the smart traveller, offering them a great night's rest while helping them be productive on the go. Fresh, clean, modern and uncomplicated, Holiday Inn Express hotels offer competitive rates for both business and leisure travellers. Guests Stay Smart® at Holiday Inn Express hotels where they enjoy a free hot Express Start® Breakfast Bar, free high-speed Internet access and free local phone calls (US and Canada only). Launched in 1991, the Holiday Inn Express® brand is one of the largest and fastest growing brands in the hotel industry, opening hotels at a rate of two per week on average.

There are currently more than 2,200 Holiday Inn Express hotel locations around the globe. For more information or to book a reservation, visit ihg.com/holidayinnexpress or call 1-800-HOLIDAY. Find us on twitter twitter.com/HIExpress or Facebook facebook.com/holidayinnexpress.

ABOUT VRANCOR GROUP

Vrancor Group is one of the top hospitality companies in Ontario and an award-winning leader in property management and development. Committed to smart growth, we effectively adapt to changing market demands in order to deliver market leading ROI. Vrancor's experienced and diverse corporate team offers expertise in multiple disciplines including operations, finance, sales, marketing and human resources. We specialize in building, (re)developing and managing award winning properties in Ontario. When it comes to hotel, residential or commercial spaces – we know our game, and are one of its leading players. We pride ourselves in creating a sense of uniqueness and individuality for each of our properties, something which has earned us a reputation for innovative leadership, sound judgment and extraordinary guest satisfaction.

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For further information on **Holiday Inn Express Toronto-North York** or any other **Vrancor Group project**, please **contact**:

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