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True North Management Group Completes Renovation with New Name - University Plaza Hotel, Formerly the University Inn-Conference Center & Suites in West Lafayette, Indiana

Lafayette, IN, December 4, 2008 – The University Plaza Hotel today announced it unveiled a new look, both inside and out, to the West Lafayette and Lafayette communities at its Grand Holiday Celebration event on Wednesday, December 3, at 3001 Northwestern Avenue in West Lafayette. The evening's festivities included welcoming remarks from West Lafayette Mayor John Dennis, General Manager Susan Foresman and Mark Mutkoski, a principal of True North Management Group, the hotel's owner. Guests had the opportunity to tour the hotel's guest rooms and suites, experience newly refreshed public areas and enjoy entertainment, hors d'oeuvres and refreshments. Attendees also brought toys to support the hotel's participation in the city's annual Jubilee Christmas.



Left-to-right are University Plaza Hotel General Manager Susan Foresman,

West Lafayette Mayor John Dennis
and Mark Mutkoski, principal of True North Management Group.

The story of the University Plaza Hotel started with the launch of its new name (formerly the University Inn-Conference Center & Suites) last year. The 171-room full service hotel finished the final chapter of “refreshing” itself in late November 2008.

The University Plaza Hotel features a transitional-styled lobby that is open and inviting and designed with warm tones of dark red, gold and green. A social gathering place for hotel guests and the community alike, the lobby also is work-friendly with wireless access available throughout. The hotel lobby offers several seating areas and large picture-size windows with views of the recently renovated Tailgate Lounge.

The hotel’s ballroom and pre-function areas also feature a new look that includes new carpet, furnishings and fixtures that will win over corporate and wedding planners. With more than 13,000 square feet of meeting space, the hotel remains an ideal location for meetings, weddings and social events. The hotel’s long tradition with nearby Purdue University and area businesses is testament to the strong relationship it has forged and continues to nurture in the community through charitable causes, seasonal events, and business and educational venues.

“Our team will do whatever it takes to satisfy our customers and guests. We are committed to making every event successful. Together, our team has more than 50 years of hotel and meeting experience. With our recently renovated rooms and suites, Garden Café, redesigned Tailgate Lounge, new lobby and front desk area, refreshed meeting and banquet space, updated exterior and ideal location to nearby golf courses, Purdue University, Research Park and area businesses, we are the perfect group hotel,” said Susan Foresman, CMP and General Manager of the University Plaza Hotel.



Located one mile from Purdue University, the University Plaza Hotel also is within a few minutes of Purdue Research Park, shopping, recreation and entertainment venues. The hotel is managed by Hostmark Hospitality Group and owned by an affiliate of True North Management Group.

About True North Management Group

True North Management Group (www.tninvestors.com) is a privately held real estate investment management firm headquartered in White Plains, NY. True North seeks to build on the track record of its founding partners and to establish, for its investors, equity and high yield investment platforms that offer the highest risk adjusted return opportunities in the real estate sector.

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Also See: [Susan Foresman Appointed General Manager of the University Plaza Hotel in West Lafayette, Indiana](#) / July 2008

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