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BRIAD GROUP HOLDS GRAND OPENING CELEBRATION FOR AC HOTEL BY MARRIOTT BRIDGEWATER, NJ

Bridgewater, NJ, Jan. 31, 2020 – AC Hotel by Marriott Bridgewater, an upscale lifestyle hotel, celebrated its grand opening today. Conveniently located off of Route 202 and I-287, the hotel is minutes away from downtown Somerville and features a walkway to Zinburger Wine & Burger Bar, a boutique burger restaurant. AC Hotel by Marriott Bridgewater is the brand’s first property in New Jersey and employees approx. 100 people. The property is owned and managed by Briad Lodging Group, LLC, the hotel division of Livingston, New Jersey-based The Briad Group and features Briad’s newest concept, The Bradford – a unique rooftop experience serving fine spirits and tapas, which will open in the spring of 2020.

Community representatives joined Marriott and Briad executives, along with the hotel’s managers and team for a ribbon cutting ceremony.

“We couldn’t be more excited for AC Hotel to become a part of the community,” said Rick Barbrick, president and co-CEO. “We’re proud to offer guests a thoughtfully-designed, high-style environment and debut a one-of-a-kind experience at The Bradford, which features spectacular views of Somerset County and the Watchung Mountains.”

AC Hotel by Marriott features 150 modern, European-inspired guestrooms smartly designed with sleek furnishings precisely placed for an effortless stay. Guests can enjoy a European-inspired breakfast spread, signature and local cocktails at the AC Lounge, an indoor pool, a 24-hour fitness center featuring two Peloton® Bikes, mobile check-in/check-out and complimentary advanced Wi-Fi. The property also offers more than 1,000 square feet of private, flexible meeting space equipped with the latest audio-visual technology.

Briad Lodging Group was formed in 1997, when Briad became a Marriott franchisee. Five years later, the company added Hilton to its portfolio. Since obtaining these franchise rights, Briad has developed more than

\$1 billion in hotel real estate, concentrating on lifestyle and extended stay hotels, including the Courtyard, Residence Inn, Springhill Suites, TownePlace Suites, Hilton Garden Inn and Homewood Suites brands. During the past decade, Briad has developed, operated and managed 45 properties and has built more than 5,000 hotel rooms in the tri state area with another 25 properties in the pipeline.

Financing for Briad projects is primarily provided by M&T Bank in conjunction with Stonehill Capital, Provident Bank, Peapack-Gladstone Bank, Bank Hapoalim B.M., Bank of Montreal, and People's United Bank. In addition to the new AC Hotel by Marriott, Briad also owns and operates nearby Hilton Homewood Suites Bridgewater-Branchburg and Townplace Suites by Marriott Bridgewater-Branchburg.

About The Briad Group

The Briad Group®, headquartered in Livingston, NJ, is one of the fastest growing hospitality companies in the U.S. The Briad Group's® entities are: licensed franchisees for Wendy's, Marriott and Hilton and owner/operator of Zinburger Wine & Burger Bar.

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