



CONTACTS: AnnMarie Kemp, akemp@cronin-co.com
Hannah Buckingham, hbuckingham@cronin-co.com
Cronin
860-659-0514

BRIAD LODGING GROUP OPENS TOWNEPLACE SUITES BY MARRIOTT IN BRANCHBURG, NEW JERSEY
New 111-Suite Hotel Opens its Doors in North-Central New Jersey

Branchburg, NJ, December 13, 2018 – Get ready to be real and be you on long stays. Marriott International’s TownePlace Suites by Marriott Bridgewater Branchburg is scheduled to open for business December tomorrow. On average, a TownePlace Suites opens every six days. The new hotel is built for travelers looking for a simple and friendly place where they can settle-in, keep their routine, and easily connect to the Branchburg area. Located at 1050 Route 202 South, the hotel will operate as a Marriott franchise, owned and managed by [Briad Lodging Group, LLC](#), the hotel division of Livingston, New Jersey-based [The Briad Group](#).

“We are excited to introduce the TownePlace Suites brand to the Bridgewater/Branchburg area and to expand our portfolio of premium-branded hotels,” said Rick Barbrick, president and co-CEO of The Briad Group. “With a proven track record in hotel development, ownership and management, we strive to go above and beyond to make our guests feel welcome and comfortable while providing all the conveniences of home.”

The TownePlace Suites Bridgewater Branchburg is located directly off Route 202, in the heart of the pharmaceutical belt of North-Central New Jersey and offers guests easy access to local pharmaceutical companies such as, Roche Molecular, Johnson & Johnson, Eli Lilly and Allergan. The convenient location puts guests nearby to Diamond Nation, downtown Somerville – featuring numerous shops and restaurants with a small community feel, Zinburger Wine & Burger Bar (also owned and operated by The Briad Group), Duke Farms and numerous corporate offices.

Ideal for travelers who need accommodations for longer stays, this new property offers studio and one-bedroom suites with fully equipped kitchens, as well as separate living/working and sleeping areas. Guests can work and relax on their own terms in modern suites that feature full kitchens with stainless steel appliances and granite countertops, adjustable work spaces with built-in shelves and lighting, a large flat screen television, as well as luxurious new bedding. Most rooms also feature the Home Office™ Suite, designed to provide guests with plenty of storage and flexible space to spread out and make it their own. The

hotel features HD televisions providing over 40 high-definition channels, interactive guide, streaming of Netflix, Hulu, YouTube and HBO Go.

The TownePlace Suites Bridgewater Branchburg allows guests to maintain a healthy lifestyle with an array of food options. While on property, guests can create their own complimentary hot breakfast every morning in the lobby area, and can fire up their stay by grilling meals on our outdoor patio, complete with Weber grills, an outdoor kitchen and a fire pit to enjoy with friends and family. The 24-hour In a Pinch® market and On Us® coffee service offer guests the chance to get their snack and caffeine on whenever they feel the need.

TownePlace Suites helps its guests stay organized on the road with the help of our partners the Container Store. While staying at the hotel, travelers can unpack their suitcase in a custom elfa® closet. From drawers to shelves to smart hanging space, you'll find everything you need to make you feel right at home. Other hotel amenities include a heated indoor swimming pool, a 24-hour fitness center, which includes state-of-the-art equipment such as a Peloton and Octane Fitness Elliptical, a meeting room, laundry facilities, complimentary Wi-Fi throughout the hotel and on-site business services, including copying, faxing and printing. As a brand TownePlace Suites recognizes that your family may include more than just humans, that is why the TownePlace Suites Bridgewater Branchburg is pet-friendly (fees may apply).

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 \$400 million in real estate, concentrating on focused-service 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 28 properties and has built over 2,800 hotel rooms in the tri state area alone.

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, T.G.I. Friday's®, Marriott, Hilton and a licensee for Zinburger Wine & Burger Bar. The Briad Group® also owns and operates CUPS Frozen Yogurt - That's Hot™, a self-serve frozen yogurt concept that is poised for explosive growth.

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