



ARCHER®

FLORHAM PARK

Sophisticated Boutique Hotel to Debut in Upscale New York Suburb: ARCHER® Hotel Under Development at The Green at Florham Park

**The Rockefeller Group & LodgeWorks Partners, L.P. Bringing
Upscale Property to the Master-Planned Development**

**The 161-Room Building Will Be One of Morris County's
Only New-Build Hotel Projects in Recent Years**

FLORHAM PARK, N.J. – February 2, 2016 – [The Rockefeller Group](#), in collaboration with [LodgeWorks Partners, L.P.](#), will develop one of the only new-build hotel projects in Morris County, New Jersey in recent years. LodgeWorks, the owners and developers of this hotel and the growing **ARCHER®** brand, will bring ARCHER Hotel Florham Park, a new build boutique property, to life at The Green at Florham Park, The Rockefeller Group's 268-acre, master-planned development that is currently home to the New York Jets, BASF North American Headquarters and Summit Medical Group.

To be developed adjacent to the Summit Medical Group facility, ARCHER Hotel will feature 161 guest rooms and suites, as well as a neighboring retail site with opportunity for local or national restaurant tenants.

"As we strive to create the highest quality and most sustainable multi-use environment in Northern New Jersey, we believe that ARCHER Hotel is the ideal fit for The Green at Florham Park," said Clark Machemer, senior vice president and regional development officer for The Rockefeller Group's New Jersey/Pennsylvania office. "Much in line with the environment we've created throughout the rest of The Green, the hotel will provide guests with a distinctive experience — sophisticated and refined design."

Florham Park's new ARCHER Hotel will serve as an amenity for neighboring companies, which – in addition to the Jets, BASF and Summit Medical Group – include Novartis, Honeywell, ADP, Merck and Bayer. The hotel will offer a variety of services for guests, including an expansive on-site fitness center, indoor pool, bocce ball court and more. ARCHER Hotel will offer 4,000 square feet of flexible indoor event and meeting space that will integrate technology and style, 2,000 square feet of pre-function space and 5,000 square feet of outdoor entertaining venues.

The hotel's food and beverage offerings will include an innovative and healthy à la carte breakfast, and a full bar with evening small plates and appetizers, as well as indoor and outdoor seating with inviting social gathering spaces perfect for meeting and mingling.

While LodgeWorks has previously brought to market ARCHER Hotel in Midtown Manhattan's Garment District, with locations under construction in Austin, Texas, and downtown Napa, California, the Florham Park location will be unique to its locale, as each hotel is designed to provide an independent, local experience. ARCHER Hotel New York, open for less than two years, is ranked in the top 4% of all New York City Hotels on TripAdvisor, with its anticipatory service, thoughtful touches and luxury finishes propelling the property to the front of the pack in this highly competitive market.

"There is a need – and most certainly a market – for boutique hotels in upscale suburban markets. Particularly in Northern New Jersey we saw a demand for a hotel that will serve upscale business and leisure travelers who seek a more refined and unique experience," stated Mike Daood, president of LodgeWorks. "These are the same discerning travelers who stay in more traditional, independent boutique hotel markets like New York and Austin. ARCHER Hotel should be an attractive option for this consumer, in markets traditionally void of boutique quality product and service levels. We also anticipate that this will be a welcomed addition for local residents to enjoy cocktails, host their out-of-town visitors and the celebration of special events."

ARCHER Hotel is the latest addition to the commercial component of The Green at Florham Park master plan, which also encompasses 855,000 square feet of Class-A corporate office space in buildings ranging from 100,000 to 325,000 square feet. The superb office environment is the design of Kohn Pedersen Fox, the world-renowned master planning and architectural design firm. Kohn Pedersen Fox's sustainable design principles place The Green at Florham Park at the forefront of 21st-century methods for environmentally and socially responsible development.

Additional information, from design considerations to opening timeframe, will be unveiled as plans are finalized and the project evolves.

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About The Rockefeller Group

The Rockefeller Group is a leading global real estate owner, developer and investment manager. For more than eight decades the company has engaged in some of America's most significant and recognizable real estate endeavors, beginning with the development of one of the world's finest urban mixed-use complexes, Rockefeller Center in Midtown Manhattan. Since inception, The Rockefeller Group has developed approximately 40 million square feet of commercial property. Today, the company owns, manages and invests in a diversified portfolio of office and industrial assets in key U.S. urban and select suburban markets, as well as in Europe through the firm's October 2010 strategic investment in the London-based real estate fund manager Europa Capital. The Rockefeller Group is wholly owned by Mitsubishi Estate Co., Ltd., a world leader in real estate development, ownership and investment management. More information is available at www.rockefellergroup.com.

About ARCHER Hotel

ARCHER® Hotel is a boutique collection with a focus on sincere service, curated luxuries and a dedication to details big and small. With properties in sought-after cities and carefully selected suburbs, the hotels are designed to feel like welcoming residences, each with distinct nod to the destination they call home. Archer New York, which opened in May 2014, consistently ranks in the top 5% of all Manhattan hotels based on guest feedback, with a strong theme of exceeding expectations. Archer Hotel Austin is set to open late summer 2016, while Napa is on track to welcome guests to Wine Country in the spring of 2017. Archer's first suburban build in Florham Park is currently under development. LodgeWorks Partners, L.P., is the owner and developer of the brand. The privately held hotel development and management company with a rich history as hospitality brand innovators, industry-leading guest satisfaction, sophisticated development acumen and an experienced team that has successfully collaborated for more than 30 years.

About LodgeWorks

LodgeWorks Partners, L.P., is a privately held hotel development and management company with a rich history as hospitality brand innovators, industry-leading guest satisfaction, sophisticated development acumen and an experienced team that has successfully collaborated for more than 30 years. The company has recently launched the ARCHER® Hotel boutique collection with a May 2014 New York City/mid-town Manhattan debut, properties in Austin, downtown Napa and Florham Park, NJ underway and plans for others to be announced in the coming months. LodgeWorks continues to own, franchise and/or manage a portfolio of branded hotels including Hampton Inn®, HYATT house®, Hyatt Place®, Aloft®, and Hilton Garden Inn®. For more information, please visit www.lodgeworks.com.

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