

THE STELLA HOTEL JOINS MARRIOTT INTERNATIONAL'S AUTOGRAPH COLLECTION HOTELS

The Stella will maintain its identity; Expected to be part of Autograph Collection Hotels by late 2021

Bryan-College Station, TX – September 28, 2021 – Atlas Hotel, LP today announced it has signed an agreement with Marriott International for The Stella, Bryan-College Station's premiere hotel, to join Marriott International's Autograph Collection Hotels portfolio. Named the #3 hotel in Texas by Condé Nast Traveler's 2020 Readers' Choice Awards, the 176-room property anchors Lake Walk, the area's emerging hub of technology and innovation. The Stella is expected to be formally converted into Marriott's Autograph Collection by late 2021.

"Placing The Stella in Marriott's Autograph Collection Hotels is a win for all of our guests who can now benefit from The Stella being part of Marriott Bonvoy, the world's leading global travel program," said Spencer Clements, President of The Stella Hotel. "We created The Stella specifically for this part of central Texas. Knowing that Autograph Collection Hotels recognizes and celebrates that uniqueness while delivering a luxury, personalized experience is what convinced us to add this strong brand to our hotel."

Strategically located directly between the flagship campus of Texas A&M University and the Texas A&M University System's RELIS Campus, Lake Walk is the innovative ecosystem that best-in-class companies such as FUJIFILM Diosynth Biotechnologies, iBio, and ViaSat call home. Lake Walk also features the Lake Walk Innovation Center, the Children's Museum of the Brazos Valley, POV Coffee House and the award-winning Lake Walk Tower and Pavilion, where each year dozens of concerts, artisan vendor markets and other special events invite thousands of participants to engage their senses along the scenic waterfront.

Inspired by the stars and the singular spirit of Texas, [The Stella Hotel](#) offers stylish comfort and sophistication. Its AAA Four Diamond status reflects the standards of the hotel's guest rooms (including 23 stylish suites and executive King rooms), public areas, and the personalized service and amenities guests can expect while staying at The Stella. Meetings and events can flow seamlessly from indoors to out at one of six separate venues. At The Stella, guests are invited to gather at Campfire, a place to enjoy southern hospitality and authentic Texas cuisine. Experience vast views of the Texas sky from our own Backyard or cozy up at our own speakeasy style bar, Hershel's, for a night cap. From summer concerts on the lawn to seasonally inspired cuisine, everything exudes the warmth and cherished traditions of Texas. The Stella is managed by Noble House Hotels & Resorts.

The Stella will be the ninth Autograph Collection Hotel in Texas. There are currently 237 Autograph Collection Hotels worldwide.

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ABOUT THE DEVELOPER

Atlas Hotel, LP is led by a partnership between William Cole Companies and Traditions Acquisition Partnership, LP, the developer of Lake Walk and Traditions Club and Community, the successful residential enclave adjacent to Lake Walk and home to the Texas A&M Golf Teams. William Cole focuses on meaningful hospitality and master planned community projects, including The Stella and its sister

property, The Josie, located at Red Mountain Resort in Rossland, British Columbia. The Josie was named “Canada’s Best Ski Boutique Hotel 2020” and the “#3 Ski Boutique Hotel in the World” by the World Ski Awards and is also becoming an Autograph Collection Hotel. At William Cole Companies, “We Create Meaningful Places.” For more information please visit WilliamColeInc.com.

ABOUT AUTOGRAPH COLLECTION HOTELS

Autograph Collection Hotels advocates for the original, championing the individuality of each of its 200+ independent hotels located in the most desirable destinations across more than 30 countries and territories. Each hotel is a product of passion and a personal realization of its individual founder’s vision, making each hotel singular and special: Exactly Like Nothing Else. Hand-selected for their inherent craft and distinct perspectives on design and hospitality, Autograph Collection hotels offer rich immersive moments that leave a lasting imprint. For more information, please visit www.autographhotels.com, and explore our social media channels on Instagram, Twitter, and Facebook to be inspired by immersive moments that are #ExactlyLikeNothingElse. Autograph Collection Hotels is proud to participate in Marriott Bonvoy, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on Marriott Bonvoy Moments and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.marriott.com.

ABOUT NOBLE HOUSE HOTELS & RESORTS, LTD.

Built upon a philosophy that emphasizes location, distinction, and soul, Noble House Hotels & Resorts dedicates itself to creating and managing exceptional properties that celebrate their local communities. Headquartered in Seattle, Washington and continuously growing, the Noble House portfolio features a luxury and upper upscale portfolio of 20 distinct and visually captivating hotel properties, over 60 restaurants, bars, and lounges, the Napa Valley Wine Train, and a collection of spas, marinas, and private residences throughout the U.S. and Canada. For more information, visit www.NobleHouseHotels.com or call Noble House Hotels & Resorts at 877.NOBLE.TRIP.