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## DALLAS COWBOYS AND OMNI HOTELS & RESORTS PARTNER TO BUILD HOTEL AT FRISCO WORLD CORPORATE HEADQUARTERS

### *Cowboys and Omni to Develop Upscale Property in Frisco, Texas*

**FRISCO, TX (October 30, 2014)** – The Dallas Cowboys and Omni Hotels & Resorts are partnering to develop a new hotel at the future site of the Cowboys World Headquarters in Frisco, Texas.



The luxurious Omni property will be one of the

only full-service upscale hotels in the area, and serve as a cornerstone of the mixed-use development, which will be anchored by the Dallas Cowboys World Headquarters and Frisco's Multi-Use Event Center. The publicly owned, 12,000-seat multipurpose event center will be used by the City of Frisco and Frisco Independent School District (FISD) to host various activities including athletic competitions, graduations and other special events. The Dallas Cowboys will also use the event center as its training facility.

The Omni Frisco Hotel will feature 300 finely appointed guest rooms, meeting space and a ballroom, and several food and beverage experiences, including a rooftop pool deck. The hotel will serve meeting groups, as well as business and leisure travelers alike, including visitors attending Cowboys training camp, as well as the many events and activities hosted by the City of Frisco and FISD at the 12,000-seat indoor multi-use events and sports facility. Guests may also enjoy the retail and dining establishments that will be adjacent to the hotel.

Located on a 90-acre site at the northwest corner of Warren Parkway and the Dallas North Tollway, the Cowboys World Headquarters will be the new home to the NFL team's entire football operations, including administrative offices, coaches' offices and the Dallas Cowboys

Cheerleaders. The mixed-use development will be built on approximately 66 acres remaining of the 90-acre tract. Planned uses for the development also include additional corporate offices, retail and restaurants.

"We could not be more proud of our partnership with Omni Hotels & Resorts, a Dallas-based company with a proven track record of successful ventures nationally, including two projects right here in the Metroplex – the Omni Dallas and Omni Fort Worth Hotels," said Stephen Jones, chief operating officer and executive vice president for the Dallas Cowboys. "Omni is one of the country's top-rated luxury hotel brands, popular with business travelers and vacationers, alike. As one of the most recognizable and popular brands in the world ourselves, it makes perfect sense that we would team up to bring to life this extraordinary development."

The Dallas-based luxury hotel brand has nearly 60 distinct properties in North America, including four in the Dallas/Fort Worth Metroplex – the Omni Dallas Hotel, Omni Fort Worth Hotel, Omni Mandalay Hotel at Las Colinas and the Omni Dallas Hotel at Park West. The Omni Dallas Hotel and Omni Fort Worth Hotel, both constructed within the last five years, serve as their cities' convention center hotels, and are connected and adjacent to the cities' convention centers respectively.

"The Dallas Cowboys is one of the most iconic sports franchises in the world, and it is truly an honor to work with

them to raise Frisco's profile as a dynamic and exciting destination for sports fans, meeting planners, as well as business and leisure travelers alike," said Mike Deitemeyer, president for Omni Hotels & Resorts. "This promises to be a powerhouse development that will attract millions of people each year to the vibrant Frisco community."

As one of the fastest growing communities in Texas, Frisco's population grew 247 percent from 2000 to 2009, making it the fastest-growing city in America for the decade. Frisco has also experienced a renaissance as a top destination for travelers. According to a study commissioned by Visit Frisco, approximately 4.98 million people visited the city during the FY 2013 and spent nearly \$1.4 billion.

"We knew we had a world-class partner with the Dallas Cowboys, and now we have a world-class hotel partner in Omni," said Mayor Maher Maso. "This partnership marks a significant milestone in the development of an exciting, unique project. The synergy surrounding this mixed-use development is building upon Frisco's growing reputation as vibrant community offering something for everyone, whether you're a conventioner, sports enthusiast or looking for family friendly entertainment. We're extremely excited to work together to deliver a first-class hotel facility to our community – something all residents in Frisco can be proud of, and ultimately benefit from."

Ground broke on the Cowboys World Headquarters on Aug. 22, 2014. The Omni Frisco Hotel is expected to break ground in the spring of 2015, with a scheduled opening set for early 2017.

### **About Omni Hotels & Resorts**

Omni Hotels & Resorts creates genuine, authentic guest experiences at nearly 60 distinct luxury hotels and resorts in leading business gateways and leisure destinations across North America. From exceptional golf and spa retreats to dynamic business settings, each Omni showcases the local flavor of the destination while featuring four-diamond services, signature restaurants, Wi-Fi connectivity and unique wellness options. Known for its award-winning, personalized service, Omni leaves a lasting impression with every customer interaction, with a heightened level of recognition and rewards delivered through its Select Guest loyalty program and the company's "Power of One" associate empowerment program. The brand is frequently recognized by top consumer research organizations and travel publications. To get additional information or book accommodations, visit [omnihotels.com](http://omnihotels.com) or call 1-800-The-Omni.

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