

OMNI® HOTELS & RESORTS

frisco

Media Contact:

Zack Frizzell

214-960-4136

zack@ldwwgroup.com

Omni Contact:

Molly Phillips

972-871-5581

molly.phillips@omnihotels.com

OMNI FRISCO HOTEL TOPS OUT NINE MONTHS AFTER GROUNDBREAKING

Luxury Hotel Recognizes Significant Construction Milestone; Opening Summer of 2017

FRISCO, TX (July 27, 2016) – Today, executives from [Omni Hotels & Resorts](#), the [Dallas Cowboys](#), along with [Frisco](#) Mayor Maher Maso, commemorated the ceremonial construction milestone of the topping out of the 16-floor, 300-room Omni Frisco Hotel. Representatives from the City of Frisco, the Frisco Independent School District (FISD), the Frisco Economic Development Committee, Frisco Chamber of Commerce and Frisco Convention & Visitors Bureau were also on-hand for the event where a Leyland Cypress tree was hoisted to the top floor of the property – a longtime construction tradition symbolizing appreciation and good fortune.

Set to open in summer 2017, the Omni Frisco Hotel will serve as a cornerstone of The Star development, which is anchored by the Dallas Cowboys World Headquarters and the Ford Center. The Cowboys new headquarters will be home to the entire football operations, including administrative offices, coaches' offices as well as the Dallas Cowboys Cheerleaders. The Ford Center seats 12,000 and will serve as both the home venue for FISD for events and activities, and the practice and training facility for the Cowboys. The Star is set to open Aug. 27, 2016.

"Today's milestone brings us one step closer to opening the Omni Frisco Hotel," said Jeff Smith, general manager for the Omni Frisco Hotel. "In addition to thanking the Jones family and Mayor Maso, I want to thank those who have made today's milestone possible – Manhattan Construction, Gensler and Wilson Associates. You have made immense progress in a very short period of time – and I look forward to opening the hotel next summer."

The design of the Omni Frisco Hotel will reflect its partner brands, as well as maintain the standard of luxury that makes up all Omni properties. The hotel's design will subtly capture the Dallas Cowboys legacy while honoring the City of Frisco's motto "Progress In Motion." Everything from the rooms, public and meeting space, food, design, décor and amenities will incorporate modern luxury that will set a new standard for hotel accommodations in Frisco.

The hotel will feature 300-finely appointed guest rooms and suites. It will house 24,000-square-feet of meeting space, inclusive of a 13,000-square-foot ballroom. Omni and the Dallas Cowboys will also offer planners and attendees access to additional meetings and exhibit space in the Ford Center, as well as events on the plaza. The hotel's culinary venues include Neighborhood Services and a lobby wine and coffee bar. A rooftop pool deck, situated on the fourth floor, can accommodate 300 to 400 guests and offers stunning views of the plaza and the Ford Center. The deck will also feature three fire pits, cabanas and a bar and grill.

To book a group meeting or event visit [omnihotels.com/frisco](https://www.omnihotels.com/frisco) or contact Beverly Garlington, Omni's global director of sales for the southwest, at bgarlington@omnihotels.com or (512) 840-1551. For more information on other property offers, guests may visit [omnihotels.com](https://www.omnihotels.com) or call 1-800-The-Omni. Travelers or media can also follow Omni at [Facebook.com/OmniHotels](https://www.facebook.com/OmniHotels) and [Twitter.com/OmniHotels](https://www.twitter.com/OmniHotels).

About Omni Hotels & Resorts

Omni Hotels & Resorts creates genuine, authentic guest experiences at 60 distinct luxury hotels and resorts in leading business gateways and leisure destinations across North America. With over 20 world-class golf courses and award-winning 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 distinguished, 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. As a founding member of the Global Hotel Alliance (GHA), Omni's loyalty program is further expanded through the DISCOVERY® loyalty program offering members additional global benefits. To get additional information or book accommodations, visit [omnihotels.com](https://www.omnihotels.com) or call 1-800-The-Omni.