

## Microtel Inns & Suites Debuts New Prototype Suite Design

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The design consists of four zones in a space-efficient layout that creates a contemporary and comfortable environment with unexpected enhancements that guests would not ordinarily expect to find in an economy hotel.

In addition to launching the concept at all new Microtel hotels worldwide, the design can be easily integrated into existing hotels, though not mandatory, and is available in five color-coordinated palettes to accommodate local market and owner preferences.

'Microtel's new suite design is functional and cost efficient to build, operate and maintain, and we expect it to set a new standard for economy hotels,' said Roy E. Flora, Chief Operating Officer of US Franchise Systems, Inc., parent company of the franchisor of the Microtel brand. 'We have created a contemporary and inviting space that is streamlined yet practical, and provides our guests with exceptional comfort and the great value that they have come to expect from Microtel.'

Queen-bedded single and double Microtel guestrooms will incorporate the selected color-coordinated palette to provide a consistent theme throughout the hotel. The lobby and complimentary breakfast presentation area are currently being redesigned to blend with the theme as well.

Microtel's new suite and its four zones - with ample space to work, eat, sleep and relax - include:

1. The Café Zone - Microtel's new signature MicroKitchen(TM) has been designed to accommodate a mini fridge, microwave, sink and coffee maker in a distinctive, café-like setting with sleek granite or wood countertops, and comfortable bar stools.
2. The Activity Zone - Two spacious desk units, equipped with easily accessible power and data ports, form an attractive, functional workspace large enough for two users to spread out with their laptops and take advantage of Microtel's free high-speed wireless Internet (WIFI) access. A 26' or 32' flat panel television is strategically positioned for easy viewing from multiple locations in the suite.
3. The Relaxation Zone - With a striking decorative panel that divides the seating area from the sleep area, this zone - which features a stylish, comfortable pull-out sofa and ottoman - creates an inviting and comfortable space for guests to relax, watch TV or read. They can also enjoy another Microtel amenity - free local and long distance phone calls anywhere within the continental U.S.
4. The Sleep Zone - Microtel's signature window seat and full wall mirror join with the brand's new Dream Well(TM) bed to provide a great night's sleep. Dream Well beds include a plush pillow-top queen-sized mattress or topper and fitted bed skirt, crisp 200-thread count white piped linens with triple sheeting, down-like blanket, decorative top sheet, bed scarf and pillows.

The five new color-coordinated guestroom palettes include 'Citrus,' 'Cappuccino,' 'Nature,' 'Breeze' and 'Metro.' Each presents its own distinctive look utilizing clean lines with graphic forms and neutral, yet energetic color palettes for an altogether contemporary and inviting space. For example, Breeze combines harmonious colors from the seascape for a warm and relaxing environment, Nature uses natural elements that are both refreshing and tranquil, and Cappuccino integrates rich, deep colors to create a comfortable, cozy atmosphere.

The new suite design has been installed in three different iterations at the new 58-room Microtel Inn & Suites hotel in Albertville, AL, owned and operated by Don Spurlin of Albertville Hospitality, LLC. They include:

1. The prototype suite design that all new Microtel hotels will offer.
2. A retrofit option for hotels to totally upgrade the look of their existing suites.
3. A refresh option for hotels to undergo a suite facelift utilizing existing casegoods.

Microtel locations under construction that will offer the new suite design include: Birmingham/Hoover, AL, Brooksville, Jacksonville/Airport and Lehigh Acres, FL, Canton, Perry and Woodstock, GA, York, ME, Bath, Johnstown and Verona, NY, Delphois, OH, Stillwater, OK, and Richfield, UT. Microtel locations expected to ground break by Dec. 31, 2007 that will offer the new suite design include: Saraland, AL, Conway, AR, Cussetta and Macon, GA, Greenville, NC, Kearney, NE, Manchester, TN, Port Arthur, TX, and Princeton, WV.

Microtel's new suite design was created as an outgrowth of a competition that Microtel sponsored with the Savannah College of Art and Design-Atlanta, GA (SCAD) earlier this year. Graduate interior design students competed to produce a Microtel suite guestroom redesign and the three finalists' concepts went from design to actually being installed in three suites at a Microtel Inn & Suites hotel in Atlanta. Under the direction of Microtel Design Specialist Bijal Patel, a recent SCAD graduate and one of the finalists, as well as input from Microtel franchisees and guests, various aspects of all three suite designs have been incorporated to produce the new Microtel prototype.

Casegoods for the new design are being provided by Artone Manufacturing of Jamestown, NY.

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