

Hotel Indigo Announces Partnership with Earth Share to Expand Ongoing Sustainability Efforts

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Hotel Indigo Begins its Eco-Friendly Journey

Hotel Indigo(R) will celebrate Earth Day 2008 by announcing its partnership with Earth Share, a nationwide network of the country's most respected environmental and conservation organizations. It is the first partnership of this kind for the brand and will serve as the foundation of Hotel Indigo's commitment to the environment through implementation of sustainable building practices, hotel operating procedures, guest-engagement activities and community-related and charitable giving events.

'Hotel Indigo is beginning its journey of environmental commitment and is proud to have Earth Share's support in this first of many steps for the brand. Earth Share's member groups represent the most respected and responsible environmental and conservation organizations in the country - including the National Wildlife Federation, The Nature Conservancy, Rainforest Alliance and World Wildlife Fund,' said Gayle Jett, Director, Brand Management, Hotel Indigo. 'Hotel Indigo is proud to join this illustrious group as Earth Share's lodging partner.'

The brand has made a 21-month commitment to help Earth Share raise money to support the organization's mission of environmental stewardship, and Earth Share will also assist in cultivating and amplifying Hotel Indigo's sustainability efforts through consumer and employee education.

Hotel Indigo's sustainability efforts include:

Developing forward-thinking environmental business practices such as a water and waste reduction programs, use of eco-friendly cleaning products, on-property recycling programs and the use of 100 percent biodegradable food-service containers

Increased involvement in community environmental initiatives through individual hotel activities

Expanding menu selections to include more natural and organic ingredients, partnering with suppliers who use natural ingredients with no additives or phosphates and encouraging hotels to buy locally when it makes sense

Enhancing the brand Web site to include information on Hotel Indigo's sustainability efforts and consumer action programs

'We were impressed by Hotel Indigo's mission to seek ways to give back to the communities where its properties reside,' said Renny Perdue, Executive Vice President, Earth Share. 'We are excited to support them in their journey of education and action to reduce the brand's impact on the environment.'

The Hotel Indigo brand is expanding throughout North America, with 14 locations open and more than 60 under development, either in the pipeline or in final negotiation.

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