

30 Microtel Inn & Suites Hotels to Open by Year End 2008 Sporting Brand's New Prototype Design

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Of the close to 40 new hotel openings planned for 2008, at least 30 new Microtel Inn & Suites hotels will open by the end of the year showcasing the Microtel brand's award-winning new prototype design, according to US Franchise Systems, Inc. (USFS), parent company of the franchisor of the Microtel brand.

With the new design, hotels will boast a contemporary and streamlined, yet practical environment, with unexpected enhancements that guests would not ordinarily expect to find in an economy hotel. Microtel is the Atlanta-based chain of all-new construction, interior corridor economy/limited service hotels.

'The new Microtel Inns & Suites prototype design is setting a new standard for hotel guests and defining the economy hotel of the future,' said Roy Flora, Chief Operating Officer of USFS. 'We are seeing robust growth as developers have embraced the new design and the exceptional comfort and value that it provides.'

Following are Microtel hotels scheduled to open by Year End 2008 sporting the new design:

1. *Bath, NY
2. *Birmingham/Hoover, AL
3. Breaux Bridge, LA
4. Brooksville, FL
5. Cabanatuan/Nueva Ecija, The Philippines
6. Canton, GA
7. Cheyenne, WY
8. Clemson, SC
9. Columbia, MS
10. Conway, AR
11. Delphos, OH
12. Greenville, NC
13. *Jacksonville Airport, FL
14. Johnstown, NY
15. Kearney, NE
16. Klamath Falls, OR
17. Lehigh Acres, FL
18. Mactan Islands/Cebu, The Philippines
19. Manchester, TN
20. Perry, GA
21. Port Arthur, TX
22. Prairie du Chien, WI
23. Puerto Princesa, The Philippines
24. Rawlins, WY
25. Saraland, AL
26. Stillwater, OK
27. Tuscaloosa, AL

28. Verona, NY

29. Woodstock, GA

30. *York, ME

*Just opened.

New hotels integrate rich, deep colors to create a consistent theme throughout by utilizing one of the brand's six distinctive color-coordinated palettes - Breeze, Cappuccino, Citrus, Metro, Micro or Nature. All guestrooms feature a 32-inch flat-panel LCD HD television, sleek granite countertops, spacious desk units equipped with easily accessible power and data ports, and micro fridge and microwave (in doubles and suites). In addition, suites are divided into four zones - the Café Zone, Activity Zone, Relaxation Zone and Sleep Zone - and include Microtel's new signature MicroKitchen(TM).

Hotels also feature the stylish new Microtel bedding known as Dream Well(TM) with a plush pillow-top mattress and fitted bed skirt, high quality 200-thread count white and khaki-piped linens with triple sheeting, down-like blanket, decorative top sheet, bed scarf and pillows. All offer free local and free long distance phone calls anywhere within the continental U.S. and free WiFi, plus Microtel's new complimentary Get Up and Joe(TM) continental daily breakfast.

Microtel's new design was created last November as an outgrowth of a competition that the brand sponsored with the Savannah College of Art and Design-Atlanta (SCAD). Graduate interior design students competed to produce a Microtel suite 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's Design Director 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 designs were incorporated to produce the new award-winning prototype.

The new design has received awards including 'Best Guestroom Design' in the limited-service category in the HotelWorld Global Hospitality & Design Awards competition, and Lodging Hospitality magazine's 2008 'Chain Leadership Award.'

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