



Press Release

FOR IMMEDIATE RELEASE

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RED ROOF® OPENS PROPERTY IN AMARILLO, TEXAS

Columbus, OH – June 23, 2011 – Red Roof®, a leader in economy lodging announces the opening of their property in Amarillo, Texas. Owned and managed by Puroshottam Patel, the hotel is located at 1620 I-40 East, less than one half mile from I-40 at exit 71.

This converted 104-room property features an outdoor pool and free Wi-Fi. Additional features at this location include free continental breakfast, gourmet coffee and USA Today® in the lobby, voicemail and cable TV (including HBO®) and micro-fridges are available in most guest rooms. Also, this property offers guests a chance to try Red Roof's new Superior King Rooms with value-added additions that offer more comfort and productivity on the road. Superior King Rooms feature 30 percent more space and amenities such as an in-room coffee maker, microwave, refrigerator and a large, well-lit work station.

"One Brand. One Focus.™ -- Red Roof has remained true to this philosophy for the past 38 years," said Puroshottam Patel, owner, Red Roof -- Amarillo. "Now that we are part of the Red Roof family, we look forward to providing our guests a savings without sacrificing any of the comfort of home while on the road."

Red Roof recently opened properties in Cookeville, TN; Newport, TN; Denver, PA; Kentland, IN; Monee, IL; Knoxville, TN; Wichita Falls, TX; Kingsport, TN and Columbus, OH; with plans to open several additional properties this year. "Red Roof is a brand on the move. We are constantly thinking about how we can continue to appeal to existing customers and entice new travelers who come through our doors as they travel across the country," says Red Roof President, Andrew Alexander.

Amarillo is located in Potter County approximately 123 miles North of Lubbock, TX and 259 miles West of Oklahoma City, OK. From outdoor activities to western heritage to a flourishing arts scene, Amarillo is the perfect place to experience the diversity of western life.

Some of Amarillo's more famous attractions include the Historic Route 66, Wonderland Amusement Park (2009 Park of the Year), Amarillo Museum of Art. The city also offers plenty for the sports fan including minor league baseball, rock climbing and the Indoor Football League.

This hotel will participate in RediCard®, Red Roof's loyalty program. RediCard members are the first to hear about Red Roof's best deals, travelers may visit redroof.com and sign up to become a member. Red Roof's RediCard members receive 48 hours advance notice of promotions and exclusive offers available at Red Roof.

For more information or to reserve a room at this Red Roof property, please contact 806.374.2020 or visit redroof.com.

About Red Roof®

Red Roof® is a leader in the economy hotel segment with both franchised and corporate-owned properties, serving millions of guests each year. The company and hotels are known for a warm and welcoming spirit, along with their Smart-by-Design®, value-added amenities that are simple, yet economical, and meet the needs of every guest. With coast-to-coast locations, Red Roof has nearly 350 properties in the U.S. Having completed a nationwide renovation of their properties, the primary goal at Red Roof is to provide customers a savings without sacrificing comfort. Red Roof's new NextGen® hotels feature sleek exteriors with luxuriously appointed and technologically advanced interiors that signal a new era for the hotel chain. Red Roof guests consistently see the brand excelling in expectation and quality in both product and price, Nice Place. Nice Price.™ - is what every consumer can expect when they stay at any one of our hotel locations; and because our company has a single brand in our portfolio, Red Roof also offers franchisees – One Brand. One Focus.™ Most recently, Red Roof launched its Nicest Price™ advance purchase option, which rewards guests who reserve and pay for their room in advance. The Columbus, Ohio-based company has more than 4,500 employees. For more information or reservations, call 800.RED.ROOF (800.733.7663) or visit redroof.com.

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