



FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Kim Paysor
Red Roof Inns, Inc.
614.744.2668
kpaysor@redroof.com

RED ROOF® OPENS PROPERTY IN KENTLAND, INDIANA

Columbus, OH – April 1, 2011 – Red Roof®, a leader in economy lodging announces the opening of their property in Kentland, Indiana. Owned and managed by Jay Patel, the hotel is located at 205 South 7th Street, just 20 miles west of I-65 on US-41/24.

This converted 53-room property features an indoor hot tub and heated pool, business center 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 all guest rooms.

“Red Roof hotels are known for having a warm and welcoming spirit,” said Jay Patel, owner, Red Roof Inn® -- Kentland. “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 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.

Kentland is located in Newton County approximately 44 miles Northwest of Lafayette, IN and 36 miles from Purdue University. The Red Roof—Kentland is ideally located near some of Indiana’s best features such as Newton County Fairgrounds, Willow Slough Fish & Wildlife Area, LaSalle State Park, and the Hazelden Country Club.

Kentland is served by an original Carnegie library and is an important crossroads on US highway 41 and 24. Geologists believe that the area was the site of an ancient meteorite impact. The Kentland crater is located between Kentland and Goodland.

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 219.474.5700 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.

###