



FOR IMMEDIATE RELEASE

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RED ROOF® OPENS PROPERTY IN KNOXVILLE, TENNESSEE

Columbus, OH – February 2, 2011 – Red Roof®, a leader in economy lodging announces the opening of their property in Knoxville, Tennessee. Owned and managed by Samir Patel, the hotel is located at 7525 Crosswood Boulevard; located at exit 398, less than one half mile from I-40.

This converted 56-room property features an indoor pool, business center, on-site laundry and fitness center. Additional features at this location include free continental and hot breakfast, gourmet coffee and USA Today® in the lobby, voicemail and cable TV (including HBO®) and micro-fridges are available in all suites.

“For the past 38 years Red Roof has remained one brand with one focus,” said Samir Patel, owner, Red Roof Inn and Suites® -- Knoxville East. “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 Wichita Falls, TX; Kingsport, TN and Columbus, OH; with plans to open several additional properties in the new 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.

Knoxville is located in Knox County approximately 38 miles Northwest of Gatlinburg and 112 miles Northeast of Chattanooga, TN. The city rests on the banks of the Tennessee River and in the foothills of the Great Smokey Mountains. The beauty and natural resources surrounding Knoxville means limitless opportunities for outdoor fun and adventure. One of Knoxville’s biggest secrets remains the variety of museums, galleries and attractions.

From world-class art museums to nature centers, a zoological park and numerous art festivals, Knoxville has something for everyone.

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 865.546.5700 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. 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 offers consumers and developers one brand with one Focus: Nice Place. Nice Price.™ 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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