



FOR IMMEDIATE RELEASE

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RED ROOF® OPENS PROPERTY IN NEWPORT, TENNESSEE

Columbus, OH – April 29, 2011 – Red Roof®, a leader in economy lodging announces the opening of their property in Newport, Tennessee. Owned and managed by Perry Patel, the hotel is located at 1010 Cosby Highway, less than one half mile from I-40.

This converted 95-room property features two 125-person conference rooms, an indoor pool and hot tub, on-site fitness facility and guest laundry 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. 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.

"Red Roof hotels are known for having a warm and welcoming spirit," said Perry Patel, owner, Red Roof Inn® -- Newport. "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 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.

Newport is located in Cocke County approximately 494 miles East of Knoxville and 68 miles Northwest of Asheville, NC. The Red Roof—Newport is located in a quiet southern town where guests can find shopping, hiking, scenic wilderness and fine dining.

Broadway, Newport's downtown, is center of activity and offers great views of Pigeon River which runs through downtown Newport. Popular family destinations include: The City Park, Cocke County Museum, Community Center, Newport Grammar School Sports Complex, Newport Speedway and the Smokey Mountain Golf and Country Club.

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 423.532.8300 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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