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ACCOR NORTH AMERICA HOLDS ANNUAL FRANCHISE CONFERENCE
Top Franchisees and Vendors Honored at Event in Ixtapa

DALLAS, Texas (November 11, 2009) – Accor North America, parent company of Motel 6, Studio 6, Sofitel and Novotel brands, recently held its annual franchise conference at Club Med in Ixtapa, Mexico. More than 190 Motel 6 and Studio 6 franchisees, representing 240 franchise locations, joined a group of Accor executives to discuss the Motel 6 and Studio 6 brands' goals and strategies, as well as to honor the past year's top performers.

"As we continue to aggressively grow our Motel 6/Studio 6 franchise network, it is especially imperative that we gather with our franchisees to establish common goals, share best practices and develop strategies for managing successfully through the current recession," said Olivier Poirot, CEO of Accor North America, Motel 6 and Studio 6. "As owner/operators, we must maintain a clear standard of consistency across our entire network, and this will continue to be our main focus and recipe to success."

The three-day conference, held October 28-30, included presentations by Accor North America executives as well as interactive panels, roundtable sessions, social events, and a trade show attended by more than 50 vendors representing 35 companies. Top performing franchises and vendors were recognized, and those honored at this year's conference included:

- **Franchise of the Year** – Motel 6 #4265, Grand Island, Nebraska; Bosselman Inc., Owner and Operator
- **Franchise Supplier of the Year** – HD Supply
- **Quality & Consistency Award** – Motel 6 #4076, Redmond, Oregon; Jayanti N. Patel, Owner and Operator
- **Motel 6/Studio 6 Partnership of the Year** – Harshad Patel, Hollywood Host Ventures, Inc.

There are currently more than 1,030 properties in the Motel 6 network, of which roughly 35 percent are franchise properties. Accor North America recently announced the opening of 44 Motel 6 and Studio 6 locations in the first three quarters of 2010, on the way to the company's goal of reaching 1,100 properties by the end of 2010.

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About Motel 6

Motel 6 offers the best price of any national chain at more than 1,000 company-owned and franchised locations throughout the U.S. and Canada. For 23 years, Motel 6 has used the tagline, "We'll leave the light on for you," earning the chain the highest brand recognition in the economy lodging segment. Motel 6 was the first national pet friendly chain, welcoming pets since 1962. Standard amenities include Wi-Fi Internet access, free local phone calls, no long distance access charges, free morning coffee, data ports, and cable channel line-up with premium channels including HBO, ESPN/ESPN2, and CNN. Most locations offer swimming pools and guest laundry facilities. For more information, visit www.motel6.com.

About Studio 6

Studio 6 extended stay hotels offer the affordable comfort of furnished studios, low weekly rates and accommodating hotel amenities. You will find Studio 6 locations in the United States and Canada Conveniently located in major business complexes, offering easy access to shopping and retail centers, entertainment areas, and restaurants.

About Accor North America

Headquartered in Dallas (Carrollton), Texas, Accor North America operates more than 1,000 upscale and economy properties including nationwide economy leaders Motel 6, Studio 6, Ibis, Sofitel Luxury Hotels and upscale Novotel locations in the U.S., Canada and Mexico. For more information, visit accor-na.com.

About Accor Worldwide

Accor, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- **Hotels, with the Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis, all seasons, Etap Hotel, Formule 1, Studio 6 and Motel 6 brands**, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôte**;
- **Services**, with 32 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and motivation, and expense management.