



## **Microtel Inns & Suites and Hawthorn Suites To Feature Exclusive ‘Sereno Spa’ Amenities**

**ATLANTA (Jan. 28, 2008)** – All Microtel Inns & Suites and Hawthorn Suites hotels will soon provide guests with custom “Sereno Spa” amenities, exclusive to the brands. The new program will be a win-win for both franchisees and guests, offering guests a soothing and relaxing hotel experience and franchisees a consistent hotel product that is cost-effective and unique. Microtel Inns & Suites is the all-newly constructed chain of economy/limited service hotels, and Hawthorn Suites is the all-suites, extended stay hotel brand.

“We are proud to provide a special custom amenities program that further emphasizes the importance of consistently delivering the highest quality products, service and value to our guests,” said Roy E. Flora, Chief Operating Officer of US Franchise Systems, Inc. (USFS), parent company of the franchisor of the Microtel and Hawthorn Suites hotel brands. “And the new custom amenities will not result in any incremental increase in cost to our franchisees.”

Microtel and Hawthorn Suites’ personal care amenities consist of Renewing Body Bars, Facial Bars and Revitalizing Conditioning Shampoo, with calm and refreshing scents and a customized blend including white ginger extract. The distinctively packaged products – created by Marietta Corporation, a leading hospitality supplier headquartered in Cortland, NY – are all eco-friendly, with globally responsible formulations that conserve water and energy, and reduce waste.

### **About Microtel Inns & Suites**

For an unprecedented sixth consecutive year, Microtel was ranked highest in guest satisfaction among economy/limited service hotel chains in the J.D. Power and Associates 2007 North America Hotel Guest Satisfaction Index Study<sup>SM</sup>. Microtel is the only economy hotel chain to provide guests with free local and long distance phone calls within the continental U.S., plus free wireless high speed Internet access in all guestrooms nationwide. All hotels offer complimentary continental breakfast, and members of the MicroPass<sup>TM</sup> frequent guest program earn a free night’s stay after nine night stays at any location. Now, guests can enjoy the comforts of the brand’s stylish new bedding known as “Dream Well” at all hotels. There are currently 322 Microtel Inn & Suites hotels open or under construction worldwide. For hotel reservations, visit <http://www.microtelinn.com> or <http://espanol.microtelinn.com>, or contact 1-800-771-7171 or TDD 1-800-824-2082 or 1-888-304-6835 (Spanish speaking).

### **About Hawthorn Suites**

Hawthorn Suites offers spacious one-bedroom suites with fully equipped kitchens and studio suites with wet bars. Amenities include daily complimentary hot breakfast buffet, Wednesday evening social hour, and free high-speed Internet access. Most hotels feature meeting space, swimming pool, exercise facilities, guest laundry, on-site convenience store, valet and grocery shopping services. Guests can earn free nights at Hawthorn and other Hyatt hotel brands by taking advantage of Hawthorn’s partnership in the Hyatt Gold Passport<sup>®</sup> frequency program. There are currently 98 hotels open or under construction. For reservations, contact 1-800-527-1133 or TDD 1-800-824-2116 toll-free, or visit [www.hawthorn.com](http://www.hawthorn.com).

*All properties are independently owned and operated.*

### **Contact:**

Barbara Wiener-Fischhof, US Franchise Systems, Inc.  
404-235-7400, [barbara.wiener.fischhof@usfsi.com](mailto:barbara.wiener.fischhof@usfsi.com)