



Press Release

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RED ROOF®, AMERICA'S PREMIER ECONOMY LODGING BRAND, IS THE FIRST IN SEGMENT TO PARTNER WITH THE INTERNATIONAL GAY & LESBIAN TRAVEL ASSOCIATION
High-end economy hotel chain to offer wide-ranging travel savings to IGLTA members and our Gay, Lesbian, Bi and Transgender Friends at its 350 locations across the country

Columbus, Ohio – February 10, 2010 - Red Roof®, a leader in the economy lodging segment has partnered with the International Gay and Lesbian Travel Association (IGLTA) to offer chain-wide discounts to all of the Association's members. Red Roof says the decision was an intuitive one, made so IGLTA members will be able to enjoy wide-ranging discounts at the brand's 350 locations nationwide.

"With this partnership we hope IGLTA members will take advantage of this opportunity to stay at Red Roof for all of their vacation and business travel needs," notes Danielle Willis, Vice President of Human Resources and Diversity, Red Roof. "By staying at one of our properties, IGLTA members can save a few extra dollars and spend more on the things they love while traveling. This partnership is a win-win for everyone."

(Insert IGLTA Quote)

Red Roof's partnership with the IGLTA comes at a time when Red Roof recently launched its luxury, NextGen™ new property design: Brand new hotels comparable to a mid-priced boutique hotel with bathrooms that feature granite countertops, vessel sinks and walk-in showers; and rooms that include flat-screen TVs, spacious workspaces and plush bedding.

When IGLTA members mention VP+® code #600446 they will receive a 15% discount on Red Roof's already low room rates. Members may go to redroof.com/partners/iglta to learn more. All Red Roof properties are pet-friendly, welcoming pets at no additional cost and kids 17 and under stay free.

About Red Roof®

Red Roof® is a leader in the economy hotel market with both franchised and corporate-owned properties, serving millions of guests each year. The company and its hotels are known for a warm and welcoming spirit, along with higher-end amenities at an economy price. 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. Most recently, Red Roof unveiled its NextGen™ hotels, featuring sleek exteriors with luxuriously appointed and technologically advanced interiors that signal a new era for the hotel chain. 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.

About IGLTA

IGLTA is the leading global organization dedicated to connecting businesses in the GLBT tourism industry. Founded in 1983, its membership is located in 55 countries around the world and consists of accommodations, airlines, tour operators, travel agents, tourism offices, media and other key players in the tourism industry. One of the goals of IGLTA is to help the tourism industry attract GLBT consumers and learn more about the GLBT market.