

## Press Release

April 25, 2011



# Motel 6 Announces Appointment of New Chief Marketing Officer, Lance Miceli

## *Richards Group Principal to Succeed Jeff Palmer as CMO*

DALLAS, Texas – Motel 6 announces the appointment of Lance Miceli as Chief Marketing Officer for Motel 6/Studio 6. In this role, Miceli will lead all aspects of marketing, branding, sales, distribution, quality and public relations for Motel 6/Studio 6 in the U.S., Canada and Mexico. He will also serve on the Accor North America Executive Committee.

An experienced marketing and advertising executive with more than 20 years in the business, Miceli was most recently a principal with the Dallas-based agency The Richards Group, Motel 6's long-time marketing and branding agency. As Motel 6's primary contact at the agency, Miceli identified new customer segments and crafted a new brand strategy designed to help the brand expand market share and achieve the highest occupancy levels in the economy segment. With his partnership, Motel 6 has maintained its status as the most recognized brand in economy lodging.

"Lance brings us a wealth of talent, experience and creativity that complements the strengths of our marketing team and builds upon the many accomplishments of his predecessor, Jeff Palmer," stated Olivier Poirot, CEO of Motel 6/Studio 6 and COO for Accor North America. "Although we have considered Lance a key member of our marketing organization for some time, we were especially happy to officially welcome him to the ANA executive team on April 18."

Over the course of his career, Miceli has led the development and execution of integrated marketing programs for an array of leading brands, including Atlantis Paradise Island, MGM Mirage CityCenter, Travelocity.com, Alamo Rent a Car, Blue Cross Blue Shield, Arby's Restaurants, Colt 45, Harrah's Casinos, and Old Style Beer. His marketing experience also includes time at telecommunications giant MCI, where he worked in the new product development and consumer services department.

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### **About Motel 6**

Motel 6 offers the lowest price of any national chain at more than 1,100 company-owned and franchised locations throughout the United States and Canada. For 25 years, Motel 6 has used the tagline, "We'll leave the light on for you<sup>®</sup>," 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 free local phone calls, no long distance access charges, free morning coffee and expanded cable channel line-up. Most locations offer Wi-Fi Internet access, swimming pools and guest laundry facilities. For more information, visit [www.motel6.com](http://www.motel6.com).

### **About Accor North America**

Headquartered in Dallas (Carrollton), Texas, Accor North America operates more than 1,100 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](http://accor-na.com).

## About Accor

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms.

Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6, and its related activities, Thalassa sea & spa and Lenôtre - provide an extensive offer from luxury to budget. With 145,000 employees worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

## CONTACTS

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