

FOR IMMEDIATE RELEASE

MOTEL 6 SELECTS GOLIN HARRIS AS AGENCY OF RECORD

CHICAGO (Jan. 17, 2012) – Accor North America has selected GolinHarris as the company's public relations Agency of Record for its Motel 6 brand. GolinHarris will manage all facets of PR, including consumer and trade media relations outreach and will provide support with the brand's social media programs and issues/crisis management. The Public Relations plan for 2012 also will support Motel 6's 50th Birthday Celebration in the U.S. and in select European markets.

The account will be led out of the Chicago office by Wendy Love, Executive Director, Strategists Community. "We are thrilled to partner with such an iconic brand," said Love. "Motel 6 is as relevant to travelers today as it was 50 years ago. We're excited to be a part of the team that keeps the brand strong and vibrant."

"We chose GolinHarris for the agency's deep expertise and innovative approach to traditional and social media," said Lance Miceli, executive vice president, chief marketing officer, Accor North America, parent company for Motel 6. "They brought a solid, strategic communications approach complete with breakthrough creative work for the 50th birthday assignment which we plan to put to good use. They're also great collaborators, with a genuine passion for the Motel 6 brand, and I know they'll be a valued asset to our team and our other agency partners. We're delighted to have them on board."

GolinHarris will serve the Motel 6 business with a team made up of experienced specialists in four key areas, reflective of the agency's new g4 model. The model was introduced in June when GolinHarris announced a major reorganization designed to address the increasing influence of digital and social media in communications, and the challenges of engaging audiences in a complex, constantly connected environment. The g4 model is built around four global teams of dedicated specialists, in contrast to the traditional agency structure of communications generalists in a seniority-based hierarchy. In the g4 model, clients are served by integrated teams of dedicated experts (strategists, creators, catalysts and connectors) who deliver actionable insights, bold ideas, multi-media engagement and flawless, integrated execution.

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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 26 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 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.

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 and Studio 6, Sofitel Luxury Hotels and upscale Novotel locations in the U.S. and Canada. For more information, visit accor-na.com.

About GolinHarris

GolinHarris is a holistic communications firm designed and built to help clients win in a complex, connected society. In 2011, we completely redesigned our agency to combine strategy, creativity and engagement into one seamless package that is delivered to clients – big and small. Our organizational model, called g4, provides clients with a dedicated team of specialists, including strategists, creators, connectors and catalysts, who are embedded in every account.

Our core practices include consumer marketing, corporate communications, digital and social media, corporate social responsibility, healthcare, internal communications, multicultural marketing, technology and public affairs.

Since 1956, GolinHarris has delivered results for clients such as McDonald’s, Dow Chemical Company, Florida Department of Citrus, Kaiser Permanente, Nintendo of America Inc., Johnson and Johnson, Texas Instruments and Unilever.

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Recognized as *PRWeek's* 2010 Large PR Agency of the Year and 2009 Asia Pacific PR Consultancy of Year, GolinHarris was also named 2011 Best Large Agency to Work For by *The Holmes Report* and a Best Place to Work by *Ad Age*, *the Los Angeles Business Journal*, *the Dallas Business Journal*, *The Sunday Times*, *Crain's New York*, *Chicago Tribune* and the National Association of Business Resources. The agency has 36 offices in the Americas, Europe, the Middle East and Asia, is headquartered in Chicago and is a subsidiary of the Interpublic Group (NYSE: IPG). For more information, visit www.golinharris.com.

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