



Motel 6/Studio 6 Host 2010 Franchise and Supplier Conference in Dominican Republic

Leadership Recognizes Best Performers and Highlights Focus on Consistency

DALLAS, Texas – Motel 6/Studio 6 held its annual franchise and supplier conference at Club Med in Punta Cana, Dominican Republic, September 29th through October 2nd. More than 300 franchisees from Motel 6 and Studio 6 properties in the U.S. and Canada joined Motel 6/Studio 6 executives and senior management at the conference. The company utilized the occasion to recognize its best-performing franchisees and suppliers and impart a theme of consistency – emphasized through the meeting during informative and interactive training sessions and panel discussions.

In addition to training sessions and panel discussions, the conference included a vendor trade show represented by more than 50 nominated suppliers, optional excursions and a recognition event. During the recognition event on Thursday night, Motel 6/Studio 6 leadership rewarded its best-performing franchisees and suppliers. Leadership honored recipients in the categories of Franchise of the Year, awarded to Motel 6 Belle Fourche, South Dakota, owned by Skip Kuehl; Operational Consistency awarded to Motel 6 Avoca, Iowa, owned by Keith Stoterau; and Supplier of the Year awarded to Zones, represented by Karen Barnes, director of client development.

“The conference was a great success thanks in large part to truly valuable training sessions and our highly engaged franchisees and suppliers,” said Olivier Poirot, CEO of Accor North America, Motel 6 and Studio 6. “With our collective focus on consistency and revenue generation, Motel 6/Studio 6 is uniquely poised to take full advantage of the economic rebound and maintain our positioning as the market leader in the U.S. economy segment.”

Poirot joined other Motel 6/Studio 6 executives, including Jim Amorosia, President and COO ; Bernard Rudler, EVP, Franchise, International Development & Procurement ; and Jeff Palmer, EVP & CMO, in a general session panel addressing questions and topics of interest to franchisees and suppliers. Another panel session in the same format was held with the Motel 6/Studio 6 Franchisee Advisory Board. The two-hour sessions dealt with topics such as brand performance, sales, Medallia, quality and the Phoenix prototype renovations.

Training workshops were a highlight of the conference and included multiple sessions focused on sharpening franchisees’ methods for driving revenue through sales, Web and pricing. Additional sessions introduced and emphasized new technologies to assist in daily operations and increasing efficiencies and trainers shared best practices on the topics of operational consistency, procurement, pricing and learning.

By the end of the year, Accor North America will have added 60 new franchises to the Motel 6/Studio 6 network in 2010, in addition to 15 corporate conversions, resulting in a total of more than 420 franchise locations in the U.S. and Canada and 1,100 total network locations.

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About Motel 6

Motel 6 offers the lowest price of any national chain at more than 1,000 company-owned and franchised locations throughout the United States and Canada. For 24 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, data ports, Wi-Fi Internet access 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 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, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 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, Studio 6 and Motel 6**, and its related activities, **Thalassa sea & spa, Lenôtre and CWL** - 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.

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