



Press Release

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Accor North America Opens 34 Franchise Locations in First Half of 2010

Dallas, Texas – Accor North America, one of the nation's largest owner/operators of economy lodging, announces the opening of 34 Motel 6 and Studio 6 franchise locations in the first half of 2010. The latest openings include 32 Motel 6 locations and two Studio 6 properties, with a room count of 2,874. In line with Accor's plans to aggressively grow the franchise network for its economy brands, the following locations are now open:

Montgomery, AL
Opelika, AL*
Jacksonville, AR
Fairfield, CA
Lodi, CA
Gilman, IL
Bloomington, IN
Evansville, IN
Topeka, KS
Bowling Green, KY
Erlanger, KY
Sulphur, LA*

Clinton, MO
Cuba, MO
Eureka, MO
Bernalillo, NM
Deming, NM
Moriarty, NM
Santa Fe, NM
Silver City, NM
Geneva, NY
Akron, OH
Columbus, OH
Huron, OH

Harrisburg, PA
Caryville, TN
Lakeland, TN
Murfreesboro, TN
Eagle Pass, TX
El Paso, TX
Fort Worth, TX
Katy, TX
Marble Falls, TX
Nacogdoches, TX

**Indicates Studio 6 property*

"We opened our 400th franchise this year, following three years of consecutive, record-breaking growth for Motel 6/Studio 6," said Olivier Poirot, CEO for Accor North America, Motel 6 and Studio 6. "While we are very pleased with this pattern of growth, our emphasis remains on maintaining the highest levels of quality and consistency throughout our network."

The 2010 additions cover 15 U.S. states and include 10 locations which were previously Motel 6 corporate-owned properties. Accor North America currently has more than 1,000 economy lodging locations in the U.S. and Canada, with roughly 40 percent of its network consisting of franchises.

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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 and Lenôte - 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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