



Motel 6 and Studio 6 Achieve Network-Wide Green Key Certification

DALLAS, Texas – Motel 6 and Studio 6 have completed Green Key certification of the network's 1,100 locations. After committing in January 2011 to rank and certify all properties within the network, the company achieved this goal in less than six months and continues the brands' long-standing commitment to the environment and sustainability.

The Green Key Eco-Rating Program is the first of its kind to rank, certify and inspect hotels and resorts based on their commitment to sustainable "green" practices. The certification process consists of a comprehensive 150-question online self-assessment regarding corporate environmental strategy, housekeeping and engineering. The Green Key certification process also includes:

- Being ranked 1 to 5 Keys based on responses to audit questions
- Receipt of a performance report with recommendations, best practices and potential areas for improvement and savings
- Listing on the www.greenkeyglobal.com Web site, a valuable resource for environmentally-conscious travelers
- Access to online member resources and tools
- On-site verification of self-audit responses by Green Key auditors

To actively engage all general managers, the Motel 6/Studio 6 energy team developed an interactive online training course outlining the Green Key process and its importance at both a property and corporate level. This preparation meant general managers were equipped with the knowledge and insight to more effectively complete the Green Key self-assessment as part of the certification process."

"This approach proved to be very useful, as it made the certification process fairly seamless for the managers," said Renee Swoger, director of energy & environment services for Accor NA. "As travelers are becoming savvier about choosing brands based on their environmental policies, Green Key certification is a great tool to help us educate our guests about our commitment to sustainability and efficient use of our resources."

Each Motel 6 and Studio 6 location will soon display a plaque in the lobby indicating the hotel's level of Green Key certification (one to five keys). Motel 6 and Studio 6 benefit from the American Hotel & Lodging Association's (AH&LA) partnership with Green Key, which offers members a significant discounted fee on the rating process.

Originally developed for the Hotel Association of Canada by a leading environmental engineering firm, the Green Key program focuses on sound sustainable practices, specifically in the lodging industry. By making this network-wide commitment to certifying 100 percent of their properties, Motel 6 and Studio 6 further expands the brands' numerous eco-friendly endeavors.

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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®," 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 Studio 6

Studio 6 Extended Stay hotels offer the affordable comfort of furnished studios, low weekly rates and accommodating hotel amenities at more than 60 locations across North America. Guests will find Studio 6 locations in the United States and Canada, conveniently located in major business complexes, offering easy access to shopping and retail centers, entertainment areas and restaurants. The studios feature sleeping areas and fully furnished kitchens complete with refrigerators, microwaves, cook-top stoves, cookware and dinnerware. For more information, visit www.staystudio6.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.

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/ibis styles, Etap Hotel/ibis budget, hotelF1 and Motel 6** - 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.

About Green Key Global

The Green Key Eco-Rating Program is the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable "green" operations. The program was originally developed for the Hotel Association of Canada by a leading environmental engineering firm. Designed specifically for hotel operations, the Green Key Eco-Rating Program is a comprehensive environmental audit that will allow each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. In the United States Green Key is a joint partnership between the Hotel Association of Canada and LRA Worldwide, Inc.; for more information, visit www.GreenKeyGlobal.com.

CONTACTS

Laura Rojo-Eddy
Director, Corporate
Communications
972-360-5970
lrojo@accor-na.com

Zach Conen
VP of Marketing- US Region
Green Key Global
215-449-0304
zach.conen@greenkeyglobal.com