



AMERICA'S BEST FRANCHISING
I N C O R P O R A T E D

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**AMERICA'S BEST INTRODUCES SYSTEM-WIDE
MANDATORY ENVIRONMENTAL CERTIFICATION PROGRAM**

The industry's most comprehensive mandatory certification program of "green practices" by limited service hotels has been launched by America's Best Franchising Incorporated on behalf of its two brands – America's Best Inns & Suites and Country Hearth Inns & Suites.

"Improved environmental performance makes both dollars and sense," explained Doug Collins, chairman and CEO of Atlanta-based America's Best Franchising Incorporated, which is paying for the entire certification program on behalf of its 98 America's Best properties and 90 Country Hearth properties.

"We're requiring all our franchisees to implement simple practices which will generate savings of between \$1 and \$3 per night in energy-related operating expenses, while directly helping the environment plus appealing to the 78% of travelers who consider themselves environmentally-conscious."

The environmental "best practices" being mandated by America's Best at each property include a linen and towel reuse program, water efficient toilets and showerheads, non-toxic cleaning chemicals, use of special night lights and light bulbs, and retrofit of lighting fixtures.

Based on how extensively a property complies, it will be recognized as a "Green Suites® Certified Green Hotel" with a rating of between one to five leaves. Every property in the America's Best Franchising system is required to score at least one leaf, with five leaves being the highest rating.

The certification program is a customized program developed especially for America's Best Franchising by Green Suites International, the lodging industry's leading supplier of environmental products and programs.

"Being environmentally-responsible is part of being a responsible citizen, both as a company and as individuals," added Collins. "That's why we asked Green Suites to develop a program which is brand-specific and reflects the every day operational realities of our hotels."

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In addition to requirements for its franchisees, America’s Best has taken action at the corporate level by preparing a written environmental policy and by naming a committee which meets every month to review the company’s environmental performance against specific goals.

Prior to launching the Green Suites certification program system-wide, America’s Best Franchising tested it at several properties and response was very favorable from franchisees, staff, and guests, according to Collins.

A typical comment came from Jill Compton, general manager of the Country Hearth Inn in Madison, Indiana: “Our guests and staff love us being eco-friendly. It saves us money, energy and our environment. We love making a difference.”

Nancy Anderson, general manager of the Country Hearth Inn in Fitzgerald, Georgia said: “Guests feel good about using the products to help the environment, employees feel like they are contributing, and the hotel is saving money.”

Mafu Patel, franchisee of the Country Hearth Inn in Union City, Tennessee said: “The Green Suites International program is just too good. I greatly appreciate having a more eco-green property and it goes a long way in having a more satisfied guest.”

“Limited service hotel properties like those operated by America’s Best and Country Hearth franchisees are already making a powerful positive impact on the environment,” explained Dan Bornholdt, president and founder of Green Suites International, which serves more than 3,000 hotel customers in 50 states and 40 countries from its headquarters in Upland, California, near Los Angeles.

“ Collectively, there are many privately-owned properties at which the owners have a strong personal motivation to produce results – they care and they can take action quickly to generate sizable ecological benefits, without a lot of corporate bureaucracy or hierarchy.”

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About America’s Best Franchising, Inc.

America’s Best Franchising, Inc. currently franchises the Country Hearth Inns & Suites and America’s Best Inns & Suites lodging systems. America’s Best Inns & Suites (www.americasbestinns.com) are mid-priced hotels with single, double and suite accommodations, complimentary breakfast and free local phone calls. There are currently 100 properties and 6,871 rooms open in the U.S. and South America. Country Hearth Inns & Suites (www.countryhearth.com) are mid-priced, limited-service hotels that provide southern hospitality, comfort and value. There are currently 90 properties and 5,592 rooms open in the U.S. and Canada. For additional information, contact 770-393-2662.