



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

FOR IMMEDIATE RELEASE

**America's Best Franchising Forms Innovative Company
To Provide Hospitality Services
For Independent Properties and Emerging Brands**

ATLANTA (July 16, 2007) – America's Best Franchising, Inc. has announced the formation of America's Best Hotel Services, Inc. (ABHS), a company that will provide a full menu of hospitality services to independent hotels, emerging brands and other franchisors. ABHS will offer all the back office functions traditionally only provided by franchisors. These include Central Reservation Services, website design, GDS representation, Internet marketing, quality assurance, vendor programs, environmental programs, training and other programs.

"We will provide unique services previously not available to independent hotels or emerging brands," said Doug Collins, Chairman and CEO of America's Best Franchising, Inc. "These properties will now have the benefit of our hands-on approach to services while still retaining their own individual characteristics and ability to focus on growth without building a whole new infrastructure."

Appointed President of ABHS is Chip Elbers, a 20-year hospitality veteran who is also Vice President of Operations for America's Best Franchising, Inc.

"This is a great opportunity for independent hoteliers, emerging brands and others franchisors to have access to our company's 15-plus years of operation and 50-plus years of combined franchise experience," said Elbers. "Our focus will be to provide each property with a high level of service for a reasonable fee."

ABHS has already executed franchise service contracts for two emerging brands:

- Budgetel Franchise Systems, LLC, the upper economy hotel brand recently acquired by Atlanta-based investor group headed veteran hoteliers Mukesh (Mike) Patel and R. C. Patel. Since announcing plans in March, Budgetel has received inquiries from hoteliers around the country and expects to open 15 properties during the third quarter.
- Select One Holdings, Inc., a new mid-priced brand being developed by hotel veterans Ash Patel and Vijay Nair. With the initial focus on company-owned properties throughout Texas, the first Select One hotel is scheduled to open in Austin in the first quarter of 2008.

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About America's Best Franchising, Inc.

Headquartered in Atlanta, Georgia, America's Best Franchising, Inc. has owned, operated, managed and franchised hotels since 1992. Doug Collins, a 25-year hospitality veteran, has headed the company since its inception.

America's Best Franchising, Inc. franchises the Country Hearth Inns & Suites and America's Best Inns & Suites lodging systems. Both brands feature the green initiative known as EcoRooms® with products that are energy efficient, water efficient, waste reducing, and non-toxic and/or biodegradable. EcoRooms are 50% more energy efficient, 40% more water efficient, and safer and healthier for both guests and room attendants.

For additional information about America's Best Franchising, contact 770-393-2662.

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