



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

For Immediate Release

Industry Veteran Scott House Joins America's Best Franchising

ATLANTA (Sept. 5, 2007) – Hospitality industry veteran Scott House has joined America's Best Franchising, Inc. as Director of Development for the State of Florida. House most recently served as Group President for Lexington Hotels by Vantage Hospitality Group.

In his new position, House reports to Doug Collins, Chairman and CEO. America's Best Franchising franchises the [Country Hearth Inns & Suites](#) and [America's Best Inns & Suites](#) lodging systems. In addition, a subsidiary, America's Best Hotel Services, Inc. (ABHS), provides a full menu of franchise services to independent hotels, emerging brands and other franchisors such as Budgetel Franchise System and Select One, LLC.

"Scott has a proven track record, having served in key development positions with several major franchising companies," said Collins. "With his industry experience and winning attitude, we know that he will make valuable contributions to our brands and to our franchisees."

House will be responsible for the development of the Country Hearth and America's Best Inns & Suites brands, working to locate, secure, and expand new and existing sources of business. He will also work with America's Best Hotel Services to assist owners, managers and franchisees maximize their hotels' overall performance and operating effectiveness.

House formerly worked as Southeast Regional Director for America's Best Value Inns, responsible for membership development. He also served as Southeast Regional Director for Wingate Inns of Cendant Corporation, where he received several awards including Gold Ring Winner for Longevity in Quota, Franchise Sales Director of the Year and Rookie of the Year. He owned Matrix Hospitality, Inc., which developed and managed new construction projects; from 1993 to 1999, he also owned ABC Insurance, Inc., which focused on employee benefits for the hospitality industry.

House served in the U.S. Air Force's Special Operations as a Logistics War Officer in Panama, Grenada and Desert Shield/Desert Storm from 1985 to 1992. He was awarded two meritorious Service Medals while serving in combat, and returned home after being injured in Operation Desert Storm. House subsequently joined the Federal Department of Justice, assigned to the Federal Bureau of Prisons as a Regional Investigator/Trainer. He holds a BS degree in Business and HR from Saint Leo University in Saint Leo, Florida.

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