

For Immediate Release:

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The AAFD Announces the *Total Quality Franchising Awards* US Franchise Systems is Named 2008 Franchisor of the Year!

DATELINE: SAN DIEGO, CA

The American Association of Franchisee and Dealers (AAFD) announced today that the 2008 *Total Quality Franchising* Franchisor of the Year Award has been awarded to US Franchise Systems (USFS), a leading hospitality industry franchisor.

USFS Recognized as 2008 Franchisor of the Year

US Franchise Systems is the franchisor of the Microtel Inns & Suites and Hawthorn Suites hotel brands. With nearly 500 properties open or under construction worldwide, the company has a reputation for treating franchisees with respect and fairness and has been cited for its fair franchise practices and license agreement, which has become an industry model.

According to the AAFD Chairman Robert Purvin, "The superior accomplishments of USFS, and especially its Microtel brand, made it difficult for the AAFD to consider anyone else 2008's most respected franchise system."

Under the wise leadership of company founder, Mike Leven, (who retired from the business in 2007), USFS built its image on dedication to fair franchising practices. Under new COO, Roy Flora, USFS continues to engage its franchisee network in a collaborative effort to empower the success of the company.

While USFS continues to define itself as a franchise system built upon a culture of collaboration with and respect for its franchisee network, the company continues to set a high standard for customer satisfaction and commitment.

For an unprecedented 6th consecutive year, the Microtel brand has been ranked highest in guest satisfaction among economy/budget hotel chains in J.D. Power and Associates' "North America Hotel Guest Satisfaction Study."

Earlier this year, the Society for Accessible Travel & Hospitality (SATH) – whose mission is to raise awareness of the needs of all travelers with disabilities and expand travel opportunities in the United States and worldwide – presented its "Access to Freedom" award to Roy Flora on behalf of USFS and the Microtel Inns & Suites and Hawthorn Suites hotel brands.

Flora was thrilled with the announcement of being named Franchisor of the Year by the AAFD, "I am proud to accept this award on behalf of our employees and our franchisees. From the beginning, US Franchise Systems' goal has been to work in harmony with our franchisees to build good faith and mutually successful relationships. We continue to place great value on the franchise relationship and are committed to the practice of fair franchising."

Headquartered in Atlanta, USFS was formed in 1995 and is now a subsidiary of Global Hyatt Corporation. All USFS hotels are independently owned and operated.

About the AAFD

The AAFD is a national non-profit trade association representing the rights and interests of franchisees and independent dealers throughout the United States. Formed in 1992, The AAFD is focused on market driven reform to achieve its mission to define and promote collaborative franchise cultures that the AAFD describes as Total Quality Franchising. Since its formation the AAFD has grown to represent more than 50,000 franchised businesses throughout the United States. The AAFD currently has members in all 50 states and represents more than 100 different franchise systems.

The AAFD's Fair Franchising Standards, Fair Franchising Seal, Trademark Chapters, and emphasis on Marketplace Solutions led to the Association's recognition as a growing force in franchising. The AAFD's Branded Partner programs add a new dimension to the value of AAFD membership. The AAFD provides a broad range of member services designed to help franchisees build market power, create legislative support of interest to franchisees, provide legal and financial support, and provide a wide range of general member benefits.

For more information about the conference or the AAFD, please call toll free - 800-733-9858 or visit www.AAFD.org.