



B O O M E R A N G
H O T E L S

Press Release

Contact

Timothy O'Connor
SVP, Brand Management
Boomerang Hotels
920-830-3673
tim@boomeranghotels.com

Record Growth for Boomerang Hotels

Record Growth for Boomerang Hotels Room Growth Exceeds 10% in First Quarter of '09

(Nashville, TN, April 7, 2009) -- **Boomerang Hotels**, which includes GuestHouse International® and Settle Inn & Suites® lodging brands, has exceeded 10% growth in room inventory within the first quarter of 2009. Tim O'Connor, SVP Brand Management for Boomerang Hotels said, "The underlying principles of Boomerang Hotels' fair and balanced approach to franchising within the lodging sector are resonating with an ever increasing audience. Couple our fair-franchising doctrine with appealing brands like Settle Inn & Suites and GuestHouse International, and we're getting traction like no other time since entering the national franchise scene three years ago."

Properties opening in the first quarter of 2009 under the Boomerang Hotels banner include six GuestHouse International conversion projects, Fort Collins, Co 121 rooms, Wichita, KS 135 rooms, Kansas City, MO 142 rooms, Florence KY, 136 rooms, Ashville NC, 70 rooms, and Lincoln NE, 97 rooms, and a Settle Inn & Suites new construction project – Fargo, ND 86 rooms.

In addition to the growth achieved in the first quarter, Boomerang Hotels expects as much if not more growth in the second quarter of '09, with five more properties due to open in April '09, four GuestHouse properties and one Settle Inn & Suites property.

In addition to current conversion projects, Terry Kline – Boomerang Hotels' SVP of Franchise Sales & Development, said new construction projects continue to be planned for the company, with a new-build scheduled to open in Gillette WY - an 86 room Settle Inn & Suites.

“With the current economic conditions today, hoteliers have been looking to reposition their assets with a solid mid-market brand that represents a cost effective alternative. As a result, many quality owner/operators have been attracted to our brands. Also, many larger franchisors are losing interest in keeping properties that no longer meet minimum size or design criteria; for example, properties that have under 60 rooms or might have exterior corridors. Again, we have been successful in many of these instances in offering a successful conversion plan to assist these facilities,” said Kline.

The company expects a record-setting year of growth for '09 with continued growth anticipated for China.

Boomerang Hotels is a brand with a simple approach to lodging that focuses on delivering the most important services and amenities to guests at a reasonable rate. Comprised of Settle Inn & Suites® and GuestHouse International®, Boomerang Hotels is based in Hendersonville, Tenn. Boomerang Hotels® brands focus on what guests really want: clean, comfortable accommodations, friendly helpful staff, time-saving amenities, and consistently great rates. To learn more, please contact Tim O'Connor at 920-830-3673 or tim@boomeranghotels.com