

Red Roof® to Open New Headquarters Location in Support of Company's Continued Profitable Growth

Columbus, OH – March 14, 2018 – Supporting growing demand for the brand, Red Roof, the leader in the Upscale Economy segment, has announced a new, 43,000 sq. ft. headquarters located at 7815 Walton Parkway, New Albany, Ohio, (also known as Water's Edge III) to house an expanding team of 150 corporate office employees. The new location provides Red Roof the space, technology and resources as the brand continues to grow profitably, enter new geographies and expand its portfolio of sub-brands including Red Roof Inn®, Red Roof PLUS+® and The Red Collection®.

Red Roof conducted an exhaustive search, from a variety of downtown locations to suburban sites, for a facility that would bring all employees under one roof, in a collaborative environment, with room to grow. Red Roof has been in its current Brewery District location for ten years and employees currently occupy two different locations on South Front Street. The new location offers convenient parking, easy access to the airport and nearby amenities for the 150 current employees and allows Red Roof to continue to expand. The building also requires limited modification to suit the growing needs of the business.

"Red Roof is growing, both in number of properties and concepts," said Andrew Alexander, president of Red Roof. "To continue our momentum and achieve our aggressive growth plans we need to increase the size of our team. This new location gives us room to grow and allows us to bring our entire team under one roof. While our home office may be departing the Brewery District location, we maintain our ties to the City of Columbus with five hotel properties employing more than 100 people in the city limits, including our Red Roof PLUS+ property at the Columbus Convention Center."

The Red Roof properties in the City of Columbus include:

- Red Roof PLUS+ Columbus Downtown - 111 East Nationwide Blvd., Columbus, Ohio
- Red Roof PLUS+ Columbus – The Ohio State University, 441 Ackerman Road, Columbus, Ohio
- Red Roof Inn & Suites Columbus – West Broad, 4530 West Broad Street, Columbus, Ohio
- Red Roof Inn Columbus West – Hilliard, 5001 Renner Road, Columbus, Ohio
- Red Roof Inn Columbus – Ohio State Fairgrounds, 1221 East Dublin Granville Road, Columbus, Ohio



Over the past three years, Red Roof has grown more than 41 percent, reaching a total of 539 locations. There are more than 30 properties already scheduled to open this year, including The St. Clair Hotel in Chicago, The Red Collection's flagship location. By the end of 2018, Red Roof expects to have a portfolio of 600 properties across all sub-brands.

With a widened domestic network and a strong development pipeline to expand its global footprint, Red Roof is well positioned to become one of the most globally recognized lodging brands. Within the last year Red Roof has introduced new concepts, such as The Red Collection, and partnered to develop properties in Brazil, Japan and Thailand.

Launched in 2017, The Red Collection is the first soft brand in the company's 45-year history. The Red Collection is a portfolio of midscale unique hotels located in the heart of cities guests love. The hotels will be modern, accessible and affordable properties with enhanced amenities, drawing inspiration from the local vibe and culture of the city centers in which they are located. The first property in The Red Collection will be The St. Clair Hotel in Downtown Chicago slated to open in 2018.

About Red Roof®

Red Roof is a leader in the economy lodging industry with franchised, corporate-managed, and corporate owned properties, serving millions of guests each year. With coast-to-coast locations, Red Roof has over 500 properties in the U.S. Red Roof is also expanding internationally to Brazil, Canada, Thailand and Japan. The primary goal at Red Roof is to provide customers savings without sacrificing comfort so they can Sleep Easy. Spend Less.™ The brand has been investing significantly to renovate and upgrade hotels nationwide with sleek and modern NextGen® redesign elements. The Red Roof NextGen hotels feature updated, stylish and home-like interior and exterior designs that demonstrate the Red Roof dedication to providing customers with an affordable stay in a clean, comfortable and modern room. Next, the company rolled out Red Roof PLUS+®, an enhanced Upscale Economy® offering at a value price. The brand also launched The Red Collection®, a city-center soft brand made up of upscale economy to midscale unique hotels that reside "In the Hearts of Cities You Love." Red Roof offers franchisees Genuine Relationships. Real Results.™ The Red Roof loyalty program, RediCard®, is the richest in the industry rewarding members with free nights with only 7,000 points, advance notice of special offers, and complimentary bottled water each day of their stay. Traveling with your pet? Don't forget that at Red Roof 'you stay happy, pets stay free' as one well-behaved pet is welcome per room, nationwide. For more information or reservations, call 800.RED.ROOF (800.733.7663) or visit www.redroof.com.

MEDIA CONTACT:

Rochelle Young
614-416-7100
rochelle@hinsonltd.com