



840 Beltline Road
Suite 202
Springfield, OR 97477
(541) 746-8444

NEWS

CONTACT: Dehn Blunt
General Manager
Eugene/Springfield Holiday Inn Express
(541)746-8471
dblunt@innsighthmg.com

Sarah-Ann Soffer
Holiday Inn
(770) 604-2707
SarahAnn.Soffer@ihg.com

EUGENE/SPRINGFIELD HOLIDAY INN EXPRESS SIGNS ON FOR WORLDWIDE BRAND RELAUNCH

Springfield, Ore. -June 24, 2009 – The new Holiday Inn sign introduced in 2007 is making its way around the world. And today, the Holiday Inn Express & Suites announces this green and blue beacon of hospitality will light the way for visitors to the Eugene/Springfield area.

The new sign is the seal of approval that this hotel exemplifies the standards of the \$1 billion Holiday Inn brand family relaunch program established to create a more contemporary brand image, increase quality and drive consistency.

“We have set an aggressive pace to relaunch our global estate of nearly 3,200 hotels, in excess of 419,000 guest rooms and 12,000 signs by the end of 2010,” said John Merkin, senior vice president - Brand Management, Holiday Inn Brands, the Americas. “And with the addition of the Eugene/Springfield Holiday Inn Express & Suites we are off and running on our journey to make every Holiday Inn hotel as great as our best one.”

Elements of the relaunch for Holiday Inn Express include:

Redesigned Brand Signage

An evolution of the iconic script logo, energizing the signature color green and eliminating the current shield shape for a more refreshed and contemporary look.

Warm Welcome

A new signature arrival – including new lighting, landscaping and design features – that create an energized and branded sense of welcome that is universally recognizable.

New Service Promise

A best-in-class service culture – “Stay Real” – to further ensure the team develops the behaviors and skills to best serve guests. Leading the charge, will be a newly created position at each hotel – the Guest Experience Champion.

“We look forward to offering our guests an enhanced stay experience with exceptional levels of customer service,” said Dehn Blunt, hotel General Manager. “And we are especially pleased to be among the first wave of properties to showcase these new Holiday Inn brand family hallmarks.”

The 85-room hotel is within walking distance to Gateway Mall, Sacred Heart RiverBend Campus and a wide variety of dining options in the Gateway District. They offer such business conveniences as free breakfast, free high-speed internet access and a business center. Other amenities include an indoor pool, fitness center and outdoor sun deck.

The Holiday Inn Express & Suites, which is managed by InnSight Hotel Management Group, is located at 3480 Hutton Street, Springfield, Oregon 97477. For more information, call 541-746-8471 or visit.

###

InnSight Hotel Management Group is based in Springfield, OR. Current properties under InnSight management include:

Eugene/Springfield, Oregon

- Holiday Inn Express
- Courtyard by Marriott
- Comfort Suites
- Residence Inn by Marriott
- Holiday Inn

Portland/Hillsboro, Oregon

- SpringHill Suites by Marriott

Medford/Central Point, Oregon

- Fairfield Inn & Suites by Marriott
- Courtyard by Marriott Airport
- Holiday Inn Express & Suites
- TownePlace Suites by Marriott
- SpringHill Suites by Marriott

Burlington, Washington

- Fairfield Inn & Suites

Issaquah, Washington

- Residence Inn by Marriott -2011