



## La Quinta Inns & Suites Reports Unprecedented Franchise Growth in First Quarter

### From Colombia to Canada, Coast-to-Coast in the U.S. La Quinta Executes Nine Agreements, Opens Seven New Locations and Has 169 Hotels in the Pipeline

**DALLAS (April 19, 2012)** - La Quinta Inns & Suites announced first quarter 2012 results which include the announcement of the company's expansion into Colombia, a renewed push in Canada, the opening of seven hotels in six states and the signing of nine new franchise agreements. The brand now has more than 820 hotels in the system and more than 169 in the new opening pipeline. The seven new La Quinta Inns & Suites hotels opened in the first quarter are:

- Ormond Beach, Florida - 69 Rooms
- Idaho Falls, Idaho - 84 Rooms
- Manchester, New Hampshire - 109 Rooms
- Minot, North Dakota - 90 Rooms
- Marshall, Texas - 61 Rooms
- Pearsall, Texas - 65 Rooms
- Doswell, Virginia - 72 Rooms

Rajiv Trivedi, La Quinta's Executive Vice President and Chief Development Officer said, "We are happy to announce our first quarter results which include nine new agreements and seven openings." He concluded, "We are especially pleased the growth comes in all part of the United States as well as internationally which is further testimony to the broad appeal of the La Quinta brand. We look forward to continuing to update the industry in what we are confident will be an outstanding year for growth and development."

The new franchise agreements signed in the first quarter include plans to develop La Quinta hotels in Pomona, California and Big Flats, New York and plans for the first La Quinta Inn & Suites to be developed in Colombia, as announced at the 2012 La Quinta Conference. The brand also anticipates significant growth opportunities in Canada, where it executed an agreement for a new hotel in Ontario.

Among the new properties opened in the U.S. is the first La Quinta Inn & Suites in Manchester, New Hampshire which adds to La Quinta's growing presence in New England. It is owned by the Roedel Group, based in Springfield, Massachusetts. The new La Quinta Inn & Suites in Minot, North Dakota was built by developer Chuck Hayes who now has four La Quinta hotels open and another three under development.

"As I have always said, La Quinta's growth is a result of our commitment to guest satisfaction and the great relationships we have with our partners," said Wayne Goldberg, La Quinta's President and Chief Executive Officer. He concluded, "We are very happy to announce these results which demonstrate not only our reach into new geographic areas but also our continued growth with trusted, industry-leading partners in different parts of the country."

#### About La Quinta

LQ Management L.L.C. is one of the largest operators of limited-service hotels in the United States. Based in Dallas, Texas, the Company operates and provides franchise services to more than 800 hotels in 46 states, Canada and Mexico under the La Quinta Inn® and La Quinta Inn & Suites® brands. For reservations or more information about La Quinta, please visit [www.LQ.com](http://www.LQ.com) or call 1-800-SLEEPLQ. Follow La Quinta Inns & Suites on Twitter at <http://twitter.com/LQ> or become a Facebook fan at <http://www.facebook.com/laquinta>.

Contact: Teresa Ferguson  
(214) 492-6937  
[teresa.ferguson@laquinta.com](mailto:teresa.ferguson@laquinta.com)

Michael Frenkel  
(212) 808-6559  
[michael@mfcpr.com](mailto:michael@mfcpr.com)