



La Quinta Inns & Suites Adds Mexicana Airlines to Loyalty Program

DALLAS (Oct. 1, 2009) - La Quinta Inns & Suites announces a partnership with Mexicana Airlines. As part of the partnership, La Quinta Returns® members who are also members of the MexicanaGo loyalty program can elect to receive 250 MexicanaGo points each time they stay at one of La Quinta's more than 740 hotels. Members will also have the option to redeem 6,000 La Quinta Returns points for 1,000 MexicanaGo points.

"Mexicana shares La Quinta's commitment to providing quality service and customer satisfaction which makes them an ideal partner to our program," said Mike Case, La Quinta's Vice President of Marketing. "This partnership adds value to both La Quinta Returns members and MexicanaGo members especially as La Quinta expands into Mexico and Central America."

Mexicana is an established, leading airline in Mexico and a member of Oneworld, the world's leading alliance of quality airlines. They fly to more than 60 destinations in Mexico, the United States, Canada, Central and South American and Europe.

La Quinta Returns loyalty program offers a way for guests to earn free nights faster. Guests can earn points for every dollar spent at La Quinta hotels and redeem them for free nights, airline miles/credits toward free travel, and shopping and dining gift cards/certificates. Guests can enroll at www.laquintareturns.com, the front desk of any La Quinta hotel or by calling 1-800-642-4258.

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 nearly 750 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 or call 1-800-SLEEPLQ. Follow La Quinta Inns & Suites on Twitter at www.twitter.com/LQ or become a Facebook fan at www.facebook.com/laquinta.

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