



La Quinta Inns & Suites Introduces New Urban Design Prototype

New Design is Cost Efficient to Build, Operate and Maintain

DALLAS (May 31, 2009) - La Quinta recently unveiled its new Urban Design prototype, its first design change since 2001. With its more modern and contemporary look, the Urban Design offers maximum flexibility, efficiency and cost-effectiveness to meet the needs of location demands particularly in downtown or business district areas. With input from current franchise owners and developers, this new value-engineered design shares the same quality and floor plans as La Quinta's highly successful Traditional Design option. Through space efficiencies, two additional guest rooms were added while utilizing the same amount of square footage.

"We are excited to offer owners and developers this new prototype as an option, which makes building, operating and maintaining a La Quinta hotel the most cost-effective and profitable option in the marketplace," said Rajiv Trivedi, La Quinta's Executive Vice President of Franchising and Chief Development Officer. "We are pleased that even in a challenging economic environment, new construction of La Quinta hotels is proceeding at a faster pace than ever."

The major feature of the new Urban Design is its contemporary architecture. It is land efficient and well-suited for areas where height restrictions are imposed. The number of stories and rooms can be adjusted according to location demands. For developers who want to reduce the carbon footprint by integrating alternative energy management systems such as solar panels, the prototype's flat roof design allows for solar panels to be placed on the roof. This can be done without being seen from the guests' point of view. The new Urban Design also includes iconic elements used with all La Quinta designs such as the classic bell tower, porte cochere, decorative balcony and exterior color pallet.

"In designing the new Urban Design, we focused on listening to feedback from franchise owners and developers first and foremost," said Murry Cathlina, Executive Vice President of Design & Construction. "We asked what the development community wanted, we listened and we produced it. We are delighted with the reception this design has received so far."

"La Quinta's new prototype is very attractive to developers as it offers quality and flexibility at an affordable cost," said Nicky Jariwala, La Quinta Franchisee. "This new design will provide our guests with a fresh, new look with the exceptional comfort they have come to expect from La Quinta."

To date, more than six projects have broken ground to build the new Urban Design prototype. The first one is schedule to open in July in Forest Hills, Texas. Since January, La Quinta has opened 17 hotels in 10 states adding more than 1,400 rooms. La Quinta has also executed 28 new franchise agreements and expects its strong pace of growth to continue during the remainder of 2009.

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 700 hotels in 45 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.

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