



La Quinta Announces Promotion of Rajiv Trivedi to Executive Vice President of Franchising & Chief Development Officer

DALLAS (Feb. 12, 2009) - Wayne B. Goldberg, President & Chief Executive Officer of LQ Management L.L.C., announced that Rajiv K. Trivedi has been named Executive Vice President of Franchising and Chief Development Officer, effective immediately. Trivedi's expanded role includes direction of all franchising operations and sales, and all development activity for the Company.

Goldberg said, "I am very pleased to announce this promotion, a recognition of Rajiv's continuing contributions to La Quinta." He concluded, "Under Rajiv's leadership, our franchise program has flourished and remains a critical component of our growth strategy for the future. I have every expectation that he will meet and exceed all expectations in his expanded role."

Trivedi joined La Quinta in 2001 as Vice President of Franchise Operations and was promoted to Executive Vice President of Franchising in 2006. Under his leadership, the franchise system has grown to more than 320 properties with another 244 hotels in the pipeline.

Trivedi said, "I am pleased to take on this new role at La Quinta at an important moment for our brand and in the industry." He concluded, "I look forward to continuing to work with Wayne and the Executive Team at La Quinta to ensure that La Quinta remains the top choice in our segment for franchisees as well as guests."

About La Quinta Franchising

La Quinta, the top franchise organization in the hotel industry, continued its record-breaking growth during 2008 in spite of the difficult economic environment and anticipates continued success in 2009.

In 2008, La Quinta signed 129 new agreements, more than 80% of which were new construction projects. The brand opened 81 new locations, of which 66 were new construction. The franchise pipeline continues to be robust. In addition, La Quinta opened its 700th hotel in the fourth quarter of 2008, a new construction La Quinta Inn & Suites in Madison, Alabama. The brand now has 708 open locations and more than 74,000 rooms across North America.

The results follow a year, 2007, in which La Quinta was recognized as the fastest-growing brand in the entire hotel industry, and its franchising program has been cited for two years running as providing the best Return on Investment (ROI) for franchisees.

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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