



## La Quinta Inns & Suites Transforms In-Room Entertainment

**DALLAS (Oct. 20, 2011)** - Old clunky TVs are a thing of the past at La Quinta Inns & Suites. Setting a new industry standard in hotel room entertainment, guests can now plug their laptops, tablets, smartphones, gaming systems, cameras and other electronic devices directly into one of La Quinta's new 32" Samsung flat panel TVs. La Quinta has recently invested over \$50 million in this new entertainment platform, which included the installation of more than 50,000 HD flat panel TVs in the majority of its hotel rooms across the country. With the latest in HD technology, this new platform provides 37 free-to-guest channels, 30 of which are delivered in high definition, along with the Showtime premium television network. To help guests on the road easily locate their favorite show, a fully interactive program guide like those used at home has been incorporated along with a selection of themed screens to help the guest settle-in and relax.

Electronic devices are becoming an integral part of travel. According to a study by the GBTA Foundation with support from Concur, at least two-thirds of business travelers bring laptops, wireless broadband, digital cameras, personal smartphones, portable GPS and mobile travel apps with them on their trips. "It's no longer about providing all the technology options in the guestroom. This is evident by the changing pattern of consumption of pay-per-view movies, where we have seen a decline in revenues of 75% over the last five years," said Wayne Goldberg, La Quinta's President and CEO. "Today, guests want to watch their own entertainment at their convenience and be able to connect their own personal devices to the in-room TV. We have listened to our guests. Not only have we eliminated adult pay-per-view content, we have delivered a solution that guests can use with their own electronics. We are excited about this new platform, which will allow us to standardize the TV service for all our hotels and add even more value to the guest experience at La Quinta."

### 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 [facebook.com/laquinta](https://www.facebook.com/laquinta) and on [twitter.com/LQ](https://twitter.com/LQ).