



NEWS RELEASE

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For Immediate Release:

Two Thousand Hotels and Growing: Green Key Global Reaches Every State in the Union

April, 19, 2011 - Ottawa – Green Key Global today announced that with the registration of Alaska’s Motel 6 Anchorage Midtown the Green Key Eco-Rating Program has now established its presence in all 50 States and currently has more than 2,100 hotels actively engaged in the program in the Canada the U.S. and 13 other countries throughout the world.

“Green Key Global is committed to perpetuating sustainable lodging throughout North America and beyond,” said Tony Pollard, Managing Director of Green Key Global. “The Program provides hotels with the tools to reduce operating costs and gives them the marketing edge to appeal to environmentally conscious consumers.”

The Green Key Eco-Rating Program is a graduated rating system designed to recognize hotels, motels and resorts that are committed to improving their environmental and fiscal performance. Based on the results of a comprehensive environmental self-assessment, hoteliers are awarded a 1-5 Green Key rating and provided with guidance on how to "unlock" opportunities to reduce environmental impacts and operating costs through reduced utility consumption, employee training, and supply chain management.

“We are excited to help Green Key reach this milestone. For us it is a win- win situation, “ said Renee Swoger, Director of Energy & Environment Services, Accor North America. “We are helping Green Key penetrate the US market and become a leader in green certification and at the same time we are able to educate our hotels on environmental issues through the certification process and hopefully win the business of environmentally conscious consumers to Motel 6/ Studio 6.”

Upon completion of the program and being awarded a Green Key Rating, an on-site inspection is conducted to confirm the rating. Green Key is the only program of its kind to conduct on-site inspection and validation of ratings in Canada and the United States. In the United States Green Key is a joint undertaking between the Hotel Association of Canada and LRA Worldwide.

“This is an exciting day for the Green Key program and a real indicator of its growing status as the sustainable lodging certification program of choice in the United States. More importantly, www.greenkeyglobal.com becomes an even more valuable resource for the majority of travelers who indicate they use a hotel’s environmental program as a decision-making factor in where they stay,” said Zachary Conen VP Sales& Marketing - U.S Region.

The growth of Green Key in the U.S. was fueled by the commitment of several hotel company partners at the brand level; Accor North America (Motel 6, Studio 6), Sofitel Luxury Hotels, Hyatt Hotels & Resorts, Carlson Hotels, MGM Resorts International, Fairmont Hotels & Resorts and Destination Hotels & Resorts have all committed their portfolios (or a portion) to Green Key certification. In terms of state participation, California leads the way, with 208 certified properties.

Green Key member properties are listed on www.greenkeyglobal.com, a valuable resource for environmentally conscious travelers. Green Key rankings are recognized by major travel services including CAA/AAA, Travelocity and Expedia.

For more information, visit www.greenkeyglobal.com.

The *Green Key Eco-Rating Program* is the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable “green” operations. Designed specifically for hotel operations, the Green Key Eco-Rating Program allows each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry.