



PRESS RELEASE – NOVEMBER 6TH, 2008

RAVA Hospitality Opens - Microtel Inn & Suites Hotel in Greenville, North Carolina with Brand's New Design

RAVA Hospitality of Kitty Hawk, North Carolina has opened a new Microtel Inn & Suites hotel at University Medical Park, 450 Moye Blvd and at the intersection of 5th Street & Moye Blvd in Greenville, NC. The 90-room non-smoking hotel showcases the Microtel brand's award-winning new prototype design, and boasts a contemporary and streamlined environment with unexpected amenities that guests would not ordinarily expect to find in an economy hotel – such as free WIFI and free local and long distance phone calls. The hotel is managed by Strand Development of Myrtle Beach, SC and was constructed by Clark Construction Services of GA.

Microtel is the Atlanta-based award-winning chain of all-new construction, interior corridor economy/limited service hotels. For the seventh consecutive year, Microtel has been ranked highest in guest satisfaction among economy hotel chains in the J.D. Power and Associates 2008 North America Hotel Guest Satisfaction Index StudySM.

The Microtel Inn & Suites in Greenville is conveniently located next to Pitt Memorial Hospital and a mile and half from East Carolina University and Greenville Airport and minutes from Greenville Conventions Center.

“Microtel defines the economy hotel of the future and sets a new standard for travelers,” said Raju V. Uppalapati, CEO of RAVA Hospitality. “I am proud that we are able to offer the Greenville area a new hotel with a great design and style, quality accommodations at reasonable rates.” RAVA is also planning to build Microtel Inn & Suites hotels in Rocky Mount, NC and Norfolk, VA.

Roy Flora, Group President for Microtel stated, “Raju Uppalapati and his team bring a strong commitment to serving people and partnering with the communities in which they do business. They are valued members of the Microtel family and we are excited about the opening of their first Microtel Inn & Suites hotel in Greenville, NC.”

The hotel will be managed by Strand Development Company, a management company based in Myrtle Beach, SC. John Pharr, President of the hotel management company stated, “Strand Development Company is excited to be working with RAVA Hospitality as their management company for the Microtel Inn & Suites. The Greenville

area presents a great opportunity for the Microtel product. We look forward to offering high quality accommodations and superior service "

The three-story Greenville Microtel Inn & Suites offers single, double and suite accommodations. With its new design, the hotel's color palette known as "Citrus" integrates rich, deep colors to create a comfortable, inviting atmosphere and a consistent theme throughout. All guestrooms feature a 32" flat-panel television with ESPN and HBO; desk unit with easily accessible power and data ports. Suites are equipped with Microtel's signature MicroKitchen™ with micro-fridge and microwave, and divided into four 'zones' with space to work, eat, sleep and relax.

Amenities include free local and free long distance phone calls anywhere within the continental U.S., and both free wired and wireless high speed Internet access. In addition, the hotel features the stylish Microtel bedding known as Dream Well™ with plush pillow-top mattress and fitted bed skirt, high quality 200-thread count white linens with triple sheeting, down-like blanket, bed scarf and extra pillows.

Guests can enjoy Microtel's new complimentary Get Up and Joe™ continental daily breakfast, a meeting room, fitness center and guest laundry.

There are currently 335 Microtel hotels open and under construction worldwide. Microtel hotels are located in 46 states in the U.S. and in international locations including Argentina, Canada, Mexico and The Philippines.

The brand's new design – which is being launched at all new Microtel hotels worldwide – has received awards including "Best Guestroom Design" in the limited-service category in the prestigious HotelWorld Global Hospitality & Design Awards competition, and Lodging Hospitality magazine's 2008 "Chain Leadership Award."

Microtel is a sponsor of The Society for Accessible Travel & Hospitality (SATH) and known as the preferred hotel chain for travelers with disabilities.

For hotel reservations, visit <http://www.microtelinn.com> or <http://espanol.microtelinn.com>, or contact 1-800-771-7171, TDD 1-800-824-2082, or 1-888-304-6835 (Spanish speaking). The Greenville hotel can be reached directly at 252 758 7282. Members of the MicroPass™ frequent guest program earn a one night free hotel stay after nine night stays at any location. All hotels are independently owned and operated.

Book your online hotel reservation today at one of [Microtel Inn and Suites' hotels](#) for your next business or leisure trip.

