



For Immediate Release

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Affordable Suites of America Grows Management Team to Prepare for National Expansion of Brand

PAWLEYS ISLAND, SC – September 3, 2012 – Affordable Suites of America, Inc, a growing mid priced extended stay hotel franchise, announced today the addition of two executives to the Affordable Suites corporate team. The addition of these executives is part of the overall strategy to grow the Affordable Suites of America portfolio and increase awareness of the brand in the franchisee community.

Chris Rutherford will serve as Chief Operating Officer over the brand. Chris served most recently as a Regional Director of Operations for Strand Development Company and has previously worked for Extended Stay America, Sheraton, LaQuinta, Marriott, Amerisuites and Ramada hotels. Chris will have overall responsibility for the Operations of the current portfolio and will assist in development of the brand.

Tammy Hart-Coon will serve as Chief Business Development Officer. Tammy is a 25 year veteran of the hotel industry, most recently serving as Corporate Director of Sales for Strand Development Company for the past 8 years. Tammy will have overall responsibility for growing revenue in the current portfolio as well as overseeing the development efforts to increase the visibility of the Brand and work with potential franchisees and investors to build more business partners.

Chief Executive Officer, Tom Goodwin, said “We are excited about the addition of Chris and Tammy to the Affordable Suites of America team as we focus on growing our brand. As we implement our strategic initiatives, we look forward to providing more service to our current franchisees and building our customer base through increased distribution of the brand.” Goodwin added, “We are looking forward to seeing the brand thrive as we utilize Chris and Tammy’s experience and skills to take advantage of the market opportunities that lie ahead.”

The Affordable Suites of America LLC portfolio currently includes 18 hotels in the states of VA, NC, SC and GA, and currently developing a new property in Fayetteville, NC. Online reservations and more information can be found at the Affordable Suites website at www.affordablesuites.com Affordable Suites prototype boasts features designed for guests who need accommodations for an extended period of time, offering full kitchens, high speed internet access and separate living and sleeping accommodations. The new prototype will offer 32” Flat Screen LCD televisions in both the living and sleeping areas as well as a redesigned living area.” For franchising or investment opportunities, please contact Tammy Hart-Coon at Tammy@affordablesuites.com or call at 704-277-5069.

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