



FOR IMMEDIATE RELEASE

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RED ROOF INN® OFFERING DISCOUNT FOR HOTELS4TRUCKERS.COM MEMBERS

COLUMBUS, Ohio – March 11, 2013 – [Red Roof®](#), the leader in economy lodging announces it is part of [Hotels4Truckers.com](#) loyal lodging program, as members can save up to 15 percent on reservations at Red Roof's more than 350 properties across the United States.

Launched in January 2011, Hotels4Truckers.com is an online tool that helps semi-truck drivers and commercial vehicle drivers locate hotels which can accommodate their large tractor-trailers while on the road. For a nominal fee of \$10 per year, Hotels4Truckers.com members have access to discounts and special rates, designed specifically for truckers and drivers with extra trailers.

To be the first to hear about Red Roof's 40th Anniversary Deals and Red Hot Deals, travelers may visit [redroof.com](#) and sign up to become a member of RediCard®, Red Roof's loyalty program. RediCard members receive 48 hours advance notice of promotions and exclusive offers available at Red Roof.

Red Roof Inns are pet-friendly properties, offering fee-free stays for pets at more than 350 properties.

For more information about Red Roof and to book your stay, please visit [RedRoof.com](#) or call 800.RED.ROOF (800.733.7663).

About Red Roof®

[Red Roof®](#) is a leader in the economy hotel segment with franchised, corporate-managed, and corporate-owned properties, serving millions of guests each year. The company and hotels are known for a warm and welcoming spirit, along with their Smart-by-Design®, value-added amenities that are simple, yet

economical, and meet the needs of every guest. With coast-to-coast locations, Red Roof has nearly 350 properties in the U.S. The primary goal at Red Roof is to provide customers a savings without sacrificing comfort, most recently the brand has announced a multi-million dollar investment to renovate and upgrade hotels nationwide with sleek and modern NextGen® redesign elements. Red Roof's new NextGen hotels will feature updated stylish and home-like interior and exterior designs that demonstrate Red Roof's dedication to providing customers with an affordable stay in a clean, comfortable, and now, modern room. Red Roof guests consistently see the brand excelling in expectation and quality in both product and price. Nice Place. Nice Price.® is what every consumer can expect when they stay at any one of our hotel locations; and because our company has a single brand in our portfolio, Red Roof also offers franchisees One Brand. One Focus™. Most recently, Red Roof launched its [Nicest Price®](#) advance purchase option, which rewards guests who reserve and pay for their room in advance. Red Roof properties participate in RediCard®, Red Roof's loyalty program. RediCard members are the first to hear about Red Roof's best deals, travelers may visit [redroof.com](#) and sign up to become a member. Red Roof's RediCard members receive 48 hours advance notice of promotions and exclusive offers available at Red Roof. Traveling with your pet? Don't forget that at Red Roof '[you stay happy, pets stay free](#)' as one well-behaved pet is welcomed per room, nationwide. The Columbus, Ohio-based company has more than 4,500 employees. For more information or reservations, call 800.RED.ROOF (800.733.7663) or visit [redroof.com](#).

About Hotels4Truckers.com

Hotels4Truckers, the only trucker-friendly hotel directory, helps truckers and large vehicle operators to quickly and easily find hotels that can accommodate oversized vehicles. Hotels4Truckers works with leading hotel chains, including Choice Hotels International, Wyndham Hotel Group, Vantage Hospitality, Accor North America, Red Roof Inn and independent hotels to offer truckers the best hotels that can accommodate their oversized vehicles. In addition, Hotels4Truckers members get great discounts and special trucker rates at participating hotel chains and individual hotel properties. For information, contact Dan Fuller, dan@hotels4truckers.com, or 888-820-8939.