

## **Howard Johnson is “The Best” This Summer**

**Howard Johnson gives away popular animated DVD and \$5,000.00 shopping spree in this year’s promotional program.**

Toronto, ON (May 16, 2007) – Howard Johnson franchisees in Canada are set to launch their “Best of Summer 2007” promotional program May 18th. The leading hotel banner will offer guests a chance to win a grand prize of a \$5,000.00 back to school shopping spree at the West Edmonton Mall. Guests will also receive an exclusive animated DVD featuring episodes of highly rated television programs including Maggie and the Ferocious Beast, Miss Spider, Being Ian, and 6Teen, when they stay at any Howard Johnson across Canada.

“We’re very excited to be offering such a great program to our guests again this year” said Glen Blake, President of Howard Johnson Canada Franchise Systems Limited. “Kids of all ages will enjoy the DVD and what parent couldn’t use a \$5000.00 back to school shopping spree?”

The Back to School Shopping Spree grand prize is valued at over \$8,000.00 and consists of a trip for four to Edmonton, three nights’ accommodation and \$5,000.00 to spend at West Edmonton Mall.

The DVD giveaway consists of full length episodes of Maggie and the Ferocious Beast, Miss Spider, Being Ian, and 6Teen. These shows are staples of Treehouse, YTV and Teletoon and consistently attain high ratings.

The contest runs May 18th to September 3rd 2007. Consumers can enter through an online contest entry form that can be accessed through [www.IGOHJO.ca](http://www.IGOHJO.ca).