

For Immediate Release

AFTER GOING SMOKE FREE BEFORE ITS COMPETITORS, HOWARD JOHNSON GOES HEALTHY

Toronto, ON. April 20, 2011 –

Following their move to go smoke free almost 4 years before it was the ‘norm’ in the Canadian hotel market, Howard Johnson Canada became the first mid-priced hotel chain to offer a ‘healthy menu’ as part of their Rise’n Dine breakfast across Canada.

“Canadians are focusing on diet and exercise for their families now more than ever before,” said Howard Johnson president Glen Blake from his Toronto office yesterday. “The child and adult obesity problem is a real issue in Canada, and we wanted to do our part by offering our guests the opportunity to choose the same healthy options they would choose for their families at home”.



“People thought we were a bit crazy to go smoke free a few years back, and thought we would lose a lot of business....instead, people appreciated the effort and business actually improved across the country”.

According to Blake, the motivation for these progressive business moves goes well beyond marketing. “It’s simple business really. We listen to our guests and accommodate them when we can. They didn’t want to smell smoke anymore, so we got rid of it. These days, the average person is eating better and being more health conscious, so we’re supporting their choices...if you want to call that marketing, then so be it”.

As part of their Rise and Dine breakfast menu, Howard Johnson will be offering name brand healthier breakfast options beginning June 1st, 2011 and which include cereal, juice, and yogurts designed to compliment their traditional menu items.



About Howard Johnson Canada Franchise Systems Limited:

Howard Johnson Canada Franchise Systems Limited is an Oakville, Ontario based company, dedicated to the development, support and success of its current properties and prospective properties across Canada. Our success in attaining collective goals is a result of the dedication to quality and service within each of our Howard Johnson properties.

Please direct all media inquiries to:

Glen A. Blake
Howard Johnson Canada
Tel: (905) 829-4002
Email: glen.blake@fhfsl.ca