

Media Release

Howard Johnson Canada welcomes Howard Johnson Bluenose Inn Halifax

Oakville, Ontario (March 7, 2008) – Howard Johnson Canada is pleased to welcome the Howard Johnson Halifax to their growing family. The property is located minutes from downtown Halifax and appeals to both corporate and leisure travellers alike. The 52-room property also offers guests free parking, complimentary breakfast, waterfront view and full meeting facilities.

“We’re excited to welcome the Howard Johnson Halifax to our growing family,” said Glen Blake, President of Howard Johnson Canada, “with their commitment to quality and service we know they’ll be an excellent addition to the Howard Johnson brand.”

This will be the first Howard Johnson to open under the brand’s “Fresh Approach,” which focuses on a higher level of quality, consistency, service and support.

Blake also notes that the newest Howard Johnson property embodies their commitment to both quality and service.

“We’re confident that we’ll be joining a great franchise,” said Sundeep Gupta, of the ownership group of the Howard Johnson Halifax. “By becoming part of a well-known brand like Howard Johnson we will be able to position ourselves more strategically in a very competitive market.”

Howard Johnson is set to continue their expansion into both Quebec and Atlantic Canada with an estimated 6 properties opening over the next 9 months.

The Howard Johnson Bluenose Inn Halifax is set to begin welcoming guests this May.

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For more information or to set up an interview with Glen Blake or the Howard Johnson Bluenose Inn please visit www.IGOHJO.ca or contact Emily Kinread at: 905-829-4002 or ekinread@howardjohnson.ca

Howard Johnson Canada Franchise Systems Limited is an Oakville, Ontario based company, dedicated to the development, support and success of current and prospective Howard Johnson 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 across Canada.