

PRESS RELEASE



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FOR IMMEDIATE RELEASE

LA QUINTA INNS & SUITES RECOGNIZES 2011 FRANCHISEE OF THE YEAR *Local Franchise Owner Honored During Brand's Annual Conference*

DALLAS (Mar. 21, 2012) – La Quinta recently recognized franchise owner Vasant Patel as the recipient of the brand's 2011 Franchisee of the Year award. Mr. Patel joined La Quinta in 2002 and owns two La Quinta hotels in Ardmore, OK and one in Bartlesville, OK. He is also developing one in Wichita Falls, TX. Mr. Patel lives by the motto "take care of your employees and your guests and they will in turn take care of you." He treats his employees and guests like part of his family and ensures they are taken care of. Reinvesting in his hotels to make certain they look fresh helps keep him competitive in the market.

"The ultimate measure of success for our franchising program is our ability to attract and retain experienced franchise partners who share our commitment to the La Quinta brand," said Rajiv Trivedi, executive vice president and chief development officer of LQ Management L.L.C. "Vasant continues to exceed our expectations and his hotels' scores reflect it on a consistent basis year after year. He truly deserves the 2011 Franchisee of the Year award."

The Franchisee of the Year award was presented at the brand's 2012 La Quinta Conference held in New Orleans. The conference attracted more than 1,400 attendees from across the country, including general managers, owners and suppliers. Recognized as the fastest growing select-service hotel brand over the last ten years by Smith Travel Research, La Quinta's growth is a testament to the brand's commitment to guest satisfaction and a strong relationship with its partners.

About La Quinta

LQ Management L.L.C. is one of the largest operators of limited-service hotels in the United States. Based in Dallas, Texas, the Company operates and provides franchise services to more than 800 hotels in 46 states, Canada and Mexico under the La Quinta Inn® and La Quinta Inn & Suites® brands. For reservations or more information about La Quinta, please visit www.LQ.com or call 1-800-SLEEPLQ.