

FINAL RELEASE

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**HAMPTON INN COLLIERVILLE EAST MEMPHIS
ANNOUNCES CLOUD NINE BEDDING**

COLLIERVILLE, TN – May 10, 2006

The Hampton Inn Collierville East Memphis located at 1280 West Poplar Avenue in Collierville, Tennessee proudly announces that it has completed its transition to the Cloud Nine bedding experience by Hampton in each of its 91 guest rooms.

The new bed represents the next phase of the Make It Hampton® initiative, which since January 2004 has introduced new products and services ranging from a new complimentary On the House™ hot breakfast and On the Run™ breakfast bags, Purity Basics® bath products and a curved shower rod, complimentary high-speed Internet access and the industry's easiest-to-set alarm clock/radio.

The new Cloud Nine bed does away with the old-fashioned bedspread, featuring instead a crisp, white duvet cover, enveloping a lofty white comforter. The white sheets are 200-thread count with a fitted bottom sheet. The bed features three or four pillows (depending on room type) providing consumers a choice in firmness (some filled with soft down, some with firmer foam), a lumbar pillow in a soothing color that provides guests back support if they choose to read, watch television or enjoy the Hampton lap desk and work wirelessly while resting in bed.

General Manager, Tammy Piker, remarked, "The feedback that we've gotten from the guests has been overwhelmingly positive. It was one of the best investments the hotel has made as part of the Make It Hampton® initiative."

"The Hampton Inn Collierville East Memphis has so many great selling features and value added-services that the addition of Cloud Nine makes us the preferred hotel in the area," stated Director of Sales, Jacqueline Smith.

About the Hampton Inn Collierville East Memphis

The Hampton Inn Collierville East Memphis is located at 1280 West Poplar Avenue, Collierville, TN 38017 and is in the heart of the East Memphis Collierville business district. The hotel offers 91 guest rooms and that all feature complimentary high-speed Internet access along with all the amenities that guests have come to expect from Hampton.

The hotel also features Hampton’s On the House™ hot breakfast buffet daily just off the main lobby with rotating menu items. An indoor fitness center is available for the use of all guests as is an outdoor seasonal pool. The Hampton Inn Collierville East Memphis participates in all Hilton sponsored promotions, including the industry renowned Hilton HHonors® program where guests earn valuable travel points and miles.

To learn more about the Hampton Inn Collierville East Memphis, or to book a room with the Best Rate Guarantee, visit them on the Internet at www.hacollierville.com.

About Vista Host

The Hampton Inn Collierville East Memphis is managed by Vista Host - a Houston based Hotel Management Company serving owners of Hampton Inn, Hampton Inn & Suites, Holiday Inn Express, Fairfield Inn & Suites, Residence Inn by Marriott, Homewood Suites by Hilton, and Comfort Inn & Suites. Founded in 1977 by Michael V. Harrell, Vista Host operates hotels throughout the United States.

To learn more about Vista Host and their other managed select service properties, visit www.vistahost.com.

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