



FINAL RELEASE

Contact: Jacqueline Smith
Director of Sales
Hampton Inn Collierville East Memphis
901-854-9400
e-mail: JSmith@vistahost.net

Hampton Inn Collierville East Memphis Launches New Private Website

COLLIERVILLE, TN — September 19, 2006 — The Hampton Inn Collierville East Memphis proudly announces that it has launched its private hotel website. The hotel is a member of the Hilton Family and offers 91 well-appointed Make It Hampton® rooms with complimentary as high-speed Internet access throughout the property.

The website address is www.hacollierville.com and is live on the world-wide-web. The new site features a photo gallery, intuitive navigation, and easy access to information about the hotel and surrounding area.

“When we did our annual strategic planning recently, one area of opportunity that came up was to have a personalized website for the hotel. With more and more guests using the Internet to shop for lodging accommodations we wanted to increase our visibility on the Internet,” remarked Jacqueline Smith, Director of Sales

The website for the Hampton Inn Collierville East Memphis contains information about the amenities of the hotel as well as regional points of interest, businesses, leisure activities, and restaurants. Guests that book from www.hacollierville.com will be re-directed to the Hilton Family’s website for Hampton Inns where the best available rate is guaranteed. In addition to the comfort of booking directly from Hampton, the new website assures travelers that they will earn their valuable Hilton HHonors® points and miles. Hilton HHonors® is the industry’s leading guest loyalty program that allows members to choose how to earn and redeem points.

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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10370 Richmond Ave., Suite 150
Houston, TX 77042
713-267-5800

Media Contact: Steve Farina
407-998-8080