

Cooper Hotels First In Tennessee to Utilize Solar Power

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Memphis, Tenn., August 10, 2009—Executives of Memphis-based Cooper Hotels, the largest multi-unit operator of Tennessee hotels, today announced that two of the company's hotels are the first Tennessee hotels to utilize solar power. Installation of state-of-the-art solar thermal systems that will provide hot water is now underway at the Hilton Knoxville Airport and the Doubletree Hotel Oak Ridge.

“We are proud to be on the leading edge of sustainable tourism in Tennessee,” said Pace Cooper, Cooper Hotels' president and CEO. “Our company has been committed to sustainability for years, with all five of our Florida hotels earning “green” designations by the Florida Department of Environmental Protection.”

The energy systems are emissions free and completely silent. They produce energy to provide almost 2,000 gallons of hot water per day without putting any pollution into the air or contributing to global warming. They also preserve natural gas resources.

Cooper Hotels plans to further increase its sustainability efforts to comprehensively involve all ten of the company's Tennessee hotels going forward.

According to Mr. Cooper, he will encourage all Tennessee hotel owners to participate in environmental programs and tout the financial benefits of operating sustainable hotels with clean energy technologies. The federal government and the State of Tennessee offer a combination of tax credits, incentives and grants for companies converting to solar energy. In a short time, the solar thermal systems pay for themselves in power cost savings. Since hotels use substantial amounts of hot water, solar energy is ideal to replace conventional gas and power sources.

FLS Energy of Asheville, North Carolina, was chosen by Cooper Hotels to design, install, monitor and maintain the two systems. FLS Energy is among the most experienced solar hot water companies in the nation, Michael Shore, FLS Energy president, said, “We are honored to work with Pace Cooper on this landmark solar project. Pace Cooper's solar hot water initiative is a triple play: we are creating jobs, making the hotels more profitable, and improving air quality in Eastern Tennessee.”

About Cooper Hotels

Cooper's portfolio consists of 22 hotels in seven states, 13 of which are Hilton Family of Hotels franchised properties. Cooper owns the distinction of being the only company to own all of the major franchised brands within the Hilton Family including Hampton Inn, Homewood Suites by Hilton, Hilton Garden Inn, Doubletree Hotels, Hilton and Embassy Suites. For more information on Cooper Hotels visit www.cooperhotels.com.