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CELEBRATING “CHANGE IS INN” AT THE HOLIDAY INN GAITHERSBURG!

Gaithersburg, MD (June 24, 2008) – The iconic sign that’s existed on the Holiday Inn Gaithersburg, welcoming travelers for so many years, was removed today from this landmark hotel located just outside of the Nation’s Capital. As part of multi-million dollar improvement project, the hotel which serves this thriving community in Montgomery County, MD, removed the existing Holiday Inn “Starburst” to coordinate with a complete transformation to the hotel’s exterior facade. Attending a reception celebrating this historic event were representatives from key local corporations and government agencies which have supported the hotel over the past 35 years. The event paves the way for a brand new identity in the marketplace, as part of Holiday Inn’s campaign to modernize existing hotels. Additional enhancements as part of the renovation will touch all interior public spaces and add robust technology upgrades such as increased Internet bandwidth of up to 15 Mbps of high-speed connectivity, 32” HDTVs in all guestrooms, and public Wi-Fi access.

In all, the hotel believes it will be well positioned to meet the needs and expectations of today’s modern travelers. “During this project, the Holiday Inn is open for business. The hotel has a long tradition of excellence in service and we are excited to bring an upgraded ambiance and expanded amenities to the community,” stated hotel General Manager, Melvin Nichols.

“We are taking great pains to ensure that this project does not negatively impact our guests’ experiences at the hotel. The logo will have a fresh new look to match our hotel,” said Nichols. “But, it’s not just our sign that’s going to be green,” referring to the new green Holiday Inn logo. Considering the preservation and improvement of the environment, the hotel has incorporated its “Big Green” initiative into the upgrade, which focuses on not only “reducing waste & recycling” but also conserving resources. Nichols adds, “Our hotel is “going green;” and we are pulling out all the stops to be as environmentally friendly as possible. I have never seen a hotel go green with such attention to detail.”

Completion of the project is expected in late 2008. The hotel has created a website to keep the local community updated on the progression of the renovation... www.changeisinn.com.

For more information, visit, www.higaithersburg.com or call 301-948-8900.

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