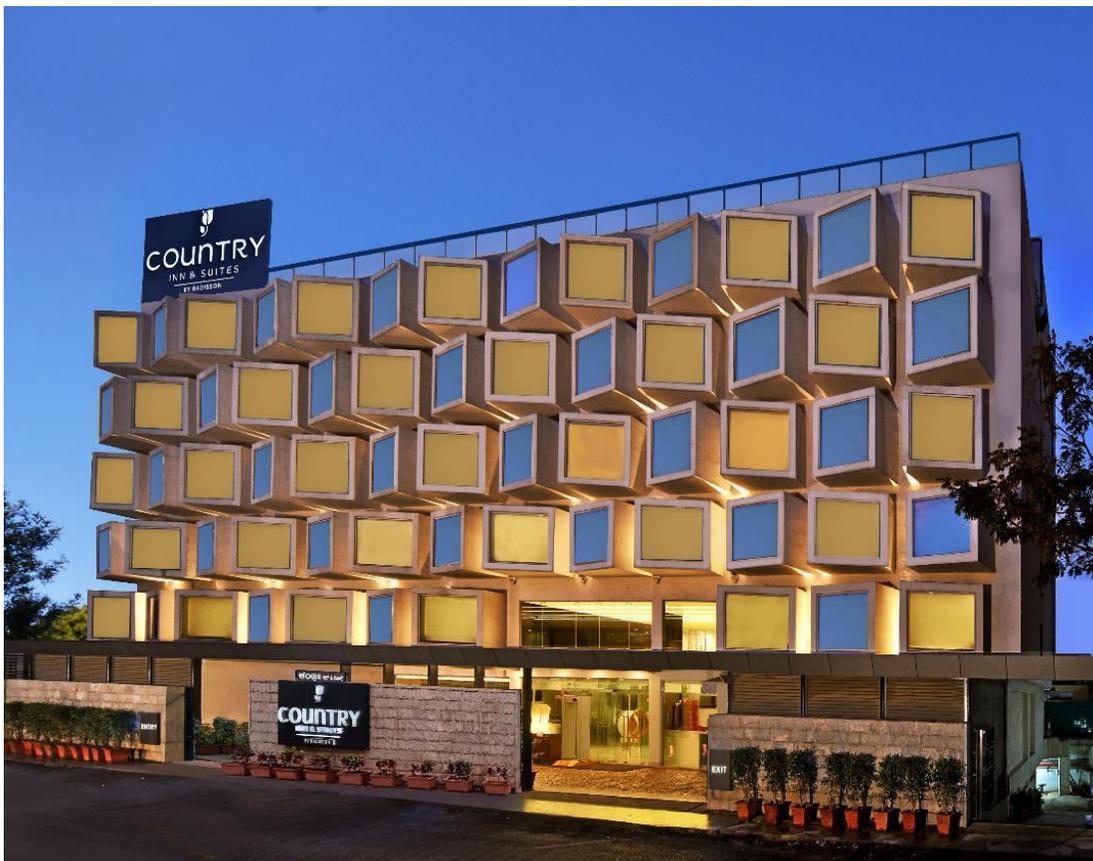


News release



Country Inns & Suites By Carlson® Announces Name Change to Country Inn & Suites® by Radisson



SINGAPORE (January 18, 2018) – [Country Inns & Suites By Carlson®](#), a leading upper midscale hotel brand, today announced it has changed its name to Country Inn & Suites® by Radisson. This strategic name change will allow the brand and the individual hotels to leverage the global recognition and strength of the Radisson® brand. Country Inn & Suites® by Radisson is a part of Carlson Rezidor Hotel Group, which also



includes Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza® and Park Inn® by Radisson.

The consumer-facing changes will be made in stages throughout the first half of 2018. Changes will include a new visual identity, updated logo and refreshed marketing and hotel collateral.

“We are delighted that our Country Inn & Suites brand will be taking on a new name to leverage on the strength of the Radisson brand, drive awareness and increase marketing efficiency” said Katerina Giannouka, President, Asia Pacific, Carlson Rezidor Hotel Group. “Our Country Inn & Suites hotels deliver modern country warmth, and heartfelt experiences, through inviting design, products and services, and creating memorable moments for our guests.”

“Country Inn & Suites is a market leader in the mid-scale segment in India. Identification with our core brand Radisson will lend further strength to its brand identity and appeal to investors and promoters in the promising, fast growing mid-scale segment”, added Raj Rana, Chief Executive Officer, South Asia, Carlson Rezidor Hotel Group.

Country Inn & Suites by Radisson will continue to offer warm, personal service and amenities that make for a comfortable stay at every guest touchpoint. Signature brand experiences include social spaces that are open, friendly and inviting, where guests can feel at ease, enjoy, relax and work in comfort. Our guests can experience the locale as hotels share their local culture and locality. The brand’s service culture continues to deliver on making guests feel welcome and at home with warm service and thoughtful gestures. Guests can energize and start their mornings right with the brand’s signature complimentary hot breakfast, offered from a rotating menu with a variety of options, and served on classic dining silverware to make our guests feel even more at home. Other signature brand amenities will remain, including free Wi-Fi, meeting and wellness facilities.

Country Inn & Suites® by Radisson is an upper midscale hotel brand with over 480 hotels globally. In Asia Pacific, the brand currently has 24 hotels in operation and 11 under development in India. In certain circumstances, some hotels might continue to use the former name past 2018.

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About Country Inn & Suites® by Radisson

Country Inn & Suites® by Radisson is an upper midscale hotel brand with over 480 hotels in the United States, Canada, India and Latin America. Inspired by a sense of belonging, community and shared experiences, Country Inn & Suites by Radisson delivers modern country warmth through inviting design, products and services, so that all guests feel like they are welcome and that they matter. Signature brand amenities include free Wi-Fi, complimentary hot breakfast, fitness centers, and the Read It & Return Lending Library®.

Country Inn & Suites by Radisson is a part of Carlson Rezidor Hotel Group, which also includes Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza® and Park Inn® by Radisson. For reservations and more information visit, www.countryinn.com. Connect with Country Inn & Suites on social media at Facebook.com/CountryInn.

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