

Howard Johnson Canada introduces brand-wide digital communication network

Mid-market hotel chain embraces 'Fresh Approach' to advertising

Toronto, ON (May 24, 2007) – Howard Johnson Canada announced today that they will become the first hotel chain in Canada to have their own digital communication network. They have teamed up with Captive Channel, Canada's digital communication market leader, to create an exclusive network which will be displayed on 37" TV screens in Howard Johnson lobbies across Canada.

Howard Johnson's digital network will broadcast exclusively for Howard Johnson and their approved partners. The network will display up-to-date CBC news headlines, local weather from The Weather Network, a welcome message from Howard Johnson, and a rotating ad spot which will include communications from Howard Johnson and their associates.

"This initiative is another step in our "Fresh Approach" for 2007," said Glen Blake, President of Howard Johnson Canada, "we want our brand at the forefront of people's minds as a contemporary, family friendly and reliable brand; our partnership with Captive Channel will help us deliver these messages clearly and consistently across Canada."

Similar digital communication networks are currently seen in many super markets, coffee shops and other public venues across the country. These networks are becoming increasingly popular in today's marketplace as they provide a cost-effective, dynamic communication system which can be displayed virtually anywhere. The ad space they create is increasingly attractive as businesses are constantly looking for new and creative ways to reach their audience.

"This is a great opportunity for us," says Blake, "we're excited to be leading the Canadian hotel industry with this new initiative." Blake anticipates that the first 20 property systems will be installed within the next 90 days, with all properties being targeted by year end.

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For more information or to set up an interview with Mr. Blake please visit www.howardjohnson.ca or contact Emily Kinread at: 905-829-4002 or ekinread@howardjohnson.ca

Howard Johnson Canada Franchise Systems Limited is an Oakville, Ontario based company, dedicated to the development, support and success of current and prospective Howard Johnson properties across Canada. Our success in attaining collective goals is a result of the dedication to quality and service within each of our Howard Johnson properties across Canada.

Captive Channel is Canada's market leader in providing in-store media communication within retailer/grocery environments at the point-of-purchase to stimulate a call-to-action. For more information on Captive Channel please visit www.captivechannel.com or contact Raffaella Vavasour at: 905.305.1141 or rvavasour@captivechannel.com.