



New Acquisitions Create a Full House

New Oakville firm stakes a large claim in Canadian travel and tourism industry

Oakville, January 25, 2007 – Full House Franchise Systems Limited has successfully acquired the Canadian Master License for Howard Johnson brand hotels and the Knights Inn brand hotels in Canada. Full House will deliver its new approach through its wholly-owned subsidiaries, Howard Johnson Canada Franchise Systems Limited, Knights Inn Canada Franchise Systems Limited, and its procurement company, Preferred Alliance Group Systems Limited.

Full House Franchise Systems Limited president Glen Blake, formerly of Howard Johnson Franchise Canada Inc. believes in leading Full House with his coined ‘Fresh Approach’ strategy. It focuses on a sustainable and steady increase in the number of Howard Johnson and Knights Inn franchises across Canada, while bringing forward a new level of quality standards for its brands.

The ‘Fresh Approach’, explains Blake, “is a series of Full House practices which will initiate a new level of consistency, quality, service and support for both our partners and guests.” The Fresh Approach ranges from electronic training modules for partners and fresh new marketing initiatives to an ongoing partnership with travel benefits program, TripRewards.

While the primary focus of Full House will be on the quality of the properties, service and support, Blake forecasts an increase of four to five franchise properties per annum, for both Howard Johnson and Knights Inn properties.

“Our success at Full House is 100% dependant on the success of our Knights Inn and Howard Johnson partners.” explains Blake. He notes that the last 18 months have been dedicated to designing the Fresh Approach, ensuring Full House Franchise Systems Limited continues to meet and exceed the expectations of existing and future partners and guests.

- 30 -

For more information or to set up an interview with Mr. Blake please visit www.fullhousefranchisesystems.ca or contact Chris Moore at: 905.829.4002, chris.moore@fullhousefranchisesystems.ca

Full House Franchise Systems limited is an Oakville, Ontario based company, dedicated to the development, support and success of our current and prospective Knights Inn and Howard Johnson properties across Canada. Our success in attaining our collective goals is a result of our dedication to the quality and service within each of the 42 Howard Johnson, and 11 Knights Inn properties.

**Full House Franchise Systems Limited * Howard Johnson Canada Franchise Systems Limited *
Knights Inn Canada Franchise Systems Limited * Preferred Alliance Group Systems Limited
101- 2904 South Sheridan Way, Oakville, Ontario, L6J 7L7
Telephone: 905-829-4002, Toll Free:1-800-249-4656, Fax: 905-829-4716**