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AMERISUITES ROGERS/BENTONVILLE CELEBRATES GRAND OPENING AND RIBBON CUTTING MARCH 2002

Tuesday, March 26, 2002 - Rogers, AR - The new Amerisuites Rogers/Bentonville, located at 4610 West Walnut Street, just East of I-540 at exit 85, in Rogers, Arkansas, held formal grand opening and ribbon cutting ceremony today.

Guest speakers for the ribbon cutting event included ms. Wendy Shumate, assistant to the Mayor of Rogers, Mr. Raymond Burns, president/CEO of the Rogers Chamber of Commerce, Mr. Gary Kleck, Senior Vice President A Bank, and Mr. Jeff Williams, Senior Vice President for Prime Hospitality, franchise company for the Amerisuites I Also in attendance and representing ownership for the hotel were Mr. Robert Gilliam of the Rogers Hotel Group and Mr. Dave smith, Vice President of Operations, Vista Host, management company for the hotel. A reception v held immediately following the ribbon cutting ceremony with tours of the hotel provided. Approximately 125 peop from local Rogers, Bentonville and surrounding area businesses attended the event.

The Amerisuites Rogers/Bentonville features 104 guest suites with 25% more room than a traditional hotel room meeting room for up to 60 people. Over 30% of the suites are Amerisuites' specially designed "taking care of bus suites, which contain an oversized I-shaped desk, two-line speaker phones, free high-speed internet access, dat ports, voice mail, basic office supplies and snacks.

Every guest suite includes a separate living, bedroom and dining area. Each suite is also equipped with a wet be refrigerator, microwave, coffee maker, iron and ironing board and hairdryer. Other amenities include a daily complimentary "bountiful" breakfast buffet, business services, heated outdoor pool, fitness center, and guest lau

Recently ranked #`1 chain among mid-priced hotels in business travel news' annual us top hotel chain survey, Amerisuites has become a favorite of both business and leisure travelers.

Vista Host of Houston, Texas manages the new hotel. Founded in 1977 by Michael Harrell, Vista Host operates hotels throughout the United States with nationally known franchise affiliations with Hampton Inn and Suites, Homewood suites, Holiday Inn Express, Comfort Suites, Hawthorn Suites, Amerisuites, Residence Inn, and Fair Inn and Suites.

Amerisuites is part of Prime Hospitality, a leader in the hospitality industry, with over 230 hotels in operation loca 32 states. Prime franchises two hotel brands - Amerisuites and Wellesley Inn & Suites. Guests of any prime prop are eligible for free hotel stays and airline mileage points through the Prime Rewards Program.

Reservations can be made through Amerisuites' toll free reservation number (800) 833-1516 or online at Amerisuites.com.