

FOR IMMEDIATE RELEASE

Contact:
Terry Hendrix
Cooper Hotels Communications
901-322-1412
thendrix@cooperhotels.com

Memphis Company Owns First Hotel in Tennessee to Utilize Solar Power Technology

New solar hot water system will reduce the hotel's annual carbon emissions by 24 tons.

Memphis, Tenn., March 28, 2011— Memphis-based Cooper Hotels, the largest multi-unit operator of hotels in Tennessee, today announced the completion of the installation of a state-of-the-art solar thermal system at the company's Hilton Knoxville Airport hotel.

The emissions-free, completely silent system provides energy to heat almost 2,000 gallons of water per day for the five-story, 238 room hotel. In addition to being pollution-free and helping to reduce global warming, the new system also helps to preserve natural gas resources.

According to Pace Cooper, Cooper Hotels president and CEO, all Tennessee hotel owners should participate in environmental programs and take advantage of the financial benefits of operating sustainable hotels with clean energy technologies.

In a short time, the solar thermal systems pay for themselves in power cost savings. Since hotels use substantial amounts of hot water, solar energy is ideal to replace conventional gas and power sources, Mr. Cooper noted.

“Cooper Hotels is committed to creating more sustainable lodging in Tennessee,” said Mr. Cooper. “In addition to the Hilton Knoxville Airport solar project, our DoubleTree hotels in Memphis, Murfreesboro and Oak Ridge were the first hotels in their respective cities to be certified “green” properties by the Tennessee Hospitality Association.” FLS Energy of Asheville, North Carolina, was selected by Cooper Hotels to design, install, monitor and maintain the 40-panel hot water system because of their quality work within the hospitality industry across the Southeast. “Cooper Hotels is to be commended for their commitment to sustainability,” said Michael Shore, CEO. “FLS

Energy is proud to work with a company who is raising the bar for all within the hospitality industry.”

About Cooper Hotels

Cooper’s portfolio consists of 24 hotels in six states, 15 of which are Hilton branded franchised properties. Cooper owns the distinction of being the only company to own all of the major franchised brands within the Hilton Family including Hampton Inn, Homewood Suites by Hilton, Hilton Garden Inn, DoubleTree Hotels, Hilton and Embassy Suites. For more information on Cooper Hotels visit www.cooperhotels.com.

About FLS Energy

FLS Energy is a nationally recognized solar energy generation company who designs, builds, and finances commercial, industrial, and utility scale solar energy systems. Its portfolio includes some of the most important solar projects in the Southeast. For more information visit www.flsenergy.com.

###