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FOR IMMEDIATE RELEASE

Doubletree Hotel & Executive Meeting Center - Lloyd Center Wins the Grand Prize at Metafore Innovation Awards

PORTLAND, Ore. – September 27, 2007 - The Doubletree® Hotel & Executive Meeting Center Portland-Lloyd Center announced today that the property has won the Grand Prize at the 2007 **Metafore Innovation Awards**.

This prize is awarded to the company which offers product and service innovations for reducing or offsetting climate change through new methods and processes. The prizes recognize companies across the United States and internationally. Past finalists include Columbia Forest Products, Time Inc. and Starbucks.

The Awards were announced at the 2007 Corporate Climate Response Conference in Chicago. This two day conference included a panel discussion by the Awards finalists, as well as presentations on sustainability and climate change strategy by experts representing companies such as Ford Motor Companies, McDonald's USA, and IBM, among others.

The Innovation Award is the latest acknowledgement of the Doubletree Lloyd Center's pioneering on sustainability issues. The Doubletree was the first lodging property in Oregon to be certified with a Green Seal "green hotel" designation, and they have been honored this year by both the City of Portland and the State of Oregon for their efforts.

"This is a great honor for us," says Steve Faulstick, the property's General Manager. "Being recognized as a national leader for our climate change and sustainability programs is a great credit to our employees. And being recognized with such a distinguished group of companies inspires us to take further steps towards being better environmental stewards."

The property has partnered with The Climate Trust, a local non-profit, to reduce its carbon footprint through operational changes and ongoing programs, such as commuter incentives. These programs are having a big impact - the Doubletree's 2007 Commute Choices Survey report showed an annual reduction of 140,835 vehicle miles and 7,802 gallons of gas saved. These savings equate to a reduction of 1,031 lb. of hydrocarbons, 7,972 lb. of carbon monoxide, and 142,430 lb. of carbon dioxide.

The Doubletree worked with The Climate Trust to engineer a "Carbon Calculator" tailored specifically to the hotel. This tool allows guests and groups to determine the global warming impact of their stay and events. The donations from the Doubletree groups and individual guests will go towards several Portland-based projects that The Climate Trust has helped fund. These projects reduce the overall carbon dioxide emissions released into the atmosphere through improved transportation and increased energy efficiency in both commercial and residential buildings. Contributing to these projects helps allow guests and groups to make their stays at the Doubletree Lloyd Center carbon-neutral.

The Doubletree has established a designated website, www.doubletreeportlandgreen.com, to host the Carbon Calculator, and to educate their guests about their sustainability programs. The site contains information about green meeting packages, mass transit, and the property's waste reduction programs.

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The Doubletree Hotel & Executive Meeting Center Portland - Lloyd Center: Oregon's first sustainable hotel is adjacent to the popular Lloyd Center Mall and just blocks from the newly expanded Oregon Convention Center, the Rose Garden Arena, and Memorial Coliseum. Located less than 10 miles from the Portland International Airport, the MAX light rail system now picks up passengers at baggage claim and drops them off directly across the street from the hotel's front door. For more information, please call 503-281-6111, or visit the hotel website at www.doubletreeportlandgreen.com

Metafore is a non-profit 501(c)(3) organization founded in 1997. It uses market principles to guide stewardship, by partnering with businesses to align their practices with environmental and social results. Metafore regularly collaborates with national leaders in business and society including USAID, WWF, and Bank of America, among others.