



Press Release

FOR IMMEDIATE RELEASE

Date: March 3, 2009

AMERICAN KENNEL CLUB AND MOTEL 6 OFFER COST-SAVING DISCOUNTS TO AKC REGISTERED DOG OWNERS

NEW YORK – The American Kennel Club (AKC®), a not-for-profit organization which maintains the largest registry of purebred dogs in the world, today announced a special agreement with Motel 6 and Studio 6 to offer all AKC registered dog owners a 10% discount on room reservations nationwide.

To reserve a room and activate the discount, all AKC registrants can log on to www.motel6.com and enter access code CP542764 for Motel 6 or visit www.staystudio6.com and enter the access code CP542765 for Studio 6 reservations.

“We are pleased to work with Motel 6 to offer AKC registered dog owners discounts during these tough economic times,” said Dennis Sprung, President/CEO, AKC. “Last year alone, the AKC sanctioned more than 20,000 events that drew more than three million entries. These added savings will help AKC registrants find a comfortable place to rest with their dogs on their way to and from competitive events or while they are traveling on vacation.”

“The AKC is the premiere organization that oversees the sport of purebred dogs in the United States,” said Olivier Poirot, CEO for Accor North America, Motel 6 and Studio 6. “Motel 6 has been pet friendly since 1962, and we’re happy to offer AKC registered dogs and their owners even more savings on our more than 1,000 properties across the United States and Canada.”

Additional information on this program can be found online at http://www.akc.org/motel6_studio6/.

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The American Kennel Club (AKC), proudly celebrates its 125th Anniversary in 2009. Since 1884 the not-for-profit organization has maintained the largest registry of purebred dogs in the world, and today its

rules govern more than 20,000 canine competitions each year. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its nearly 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Companion Animal Recovery and the AKC Museum of the Dog. For more information, visit www.akc.org.

AKC, American Kennel Club, the American Kennel Club seal and design, and all associated marks and logos are trademarks, registered trademarks and service marks of The American Kennel Club, Inc.

About Motel 6

Motel 6 offers the best price of any national chain at more than 1,000 company-owned and franchised locations throughout the United States and Canada. For 22 years, Motel 6 has used the tagline, "We'll leave the light on for you," earning the chain the highest brand recognition in the economy lodging segment. Motel 6 was the first national pet friendly chain, welcoming pets since 1962. Standard amenities include free local phone calls, no long distance access charges, free morning coffee, data ports, Wi-Fi Internet access and cable channel line-up with premium channels including HBO, ESPN/ESPN2, and CNN. Most locations offer swimming pools and guest laundry facilities. For more information, visit www.motel6.com.

4sight Licensing Solutions, Inc.

Licensing agent for American Kennel Club, 4sight licensing solutions, inc., is a subsidiary of 4Kids Entertainment, Inc., a global provider of children's entertainment and merchandise licensing. 4sight licensing solutions, inc. specializes in the marketing and licensing of brands geared primarily to adults, teens and "tweens." Currently, 4sight represents targeted properties and corporate trademarks including the American Kennel Club, Cat Fanciers' Association and the Royal Air Force.