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Action Companies Opens 3rd Holiday Inn Express in Syracuse

Syracuse, NY JANUARY 21, 2010- Today, – Action Companies is proud to announce today the grand opening for the newly constructed Holiday Inn Express & Suites-Cicero, NY. The location near Gander Mountain and Cracker Barrel is conveniently off Rte 81 & Rte 11, making this property very accessible.

This being the company's second hotel opening within the last 30 days. December 2009, the former Wingate by Wyndham hotel was rebranded and re-opened as a Holiday Inn Express, and the first Holiday Inn Express hotel opened earlier this summer in Dewitt, NY.

Guests at the Holiday Inn Express-Cicero will experience a comfortable and smart environment with innovative preferred guest upgrades to ensure a productive stay while traveling for business or leisure. The hotel's newly enhanced complimentary Express Start breakfast bar will feature a full range of breakfast items including a rotation of egg and meat selections, biscuits, yogurt, fruit and the brand's proprietary Stay Smart Kohler showerhead, signature shower curtain with curved rod, upgraded 100 percent cotton terry towels and a custom line of cinnamon-scented bath products. And, guests will enjoy the Simply Smart bedding collection where they will find new crisp fresh bedding which features an attractive decorative throw, a medium-weight duvet blanket and soft 200 thread-count sheets.

Holiday Inn Express participates in IHG's guest loyalty program, Priority Club Rewards. The industry's first and largest guest loyalty program has 42 million members. Priority Club rewards membership is free

and guests can enroll by logon on at priorityclub.com or by calling 1-888-211-9874 or by inquiring at the front desk at the hotel.

“Holiday Inn Express hotels are designed to be the smart choice for value-conscious business and leisure travelers” said Jacob Wright, CEO/President of Action Companies. ‘Action Management, LLC’ (located downtown Syracuse) will be managing the hotel with a local portfolio which includes indoor paintball sports, Quaker Steak and Lube Restaurant, and two other Holiday Inn Express hotels located in Dewitt, NY and the recently re-branded hotel in Van Buren , NY. A fast-growing company, Action Companies has added 30 more jobs to the Syracuse community on this project, and looks forward to adding many more in the near future. #####