

‘NO GLOOM AT THE INN’ EASYHOTEL OFFERS NEW STANDUPS A FREE LIE DOWN

- **100 initial free overnight stays available for Britain’s new generation of touring standups, many of whom perform unpaid**

As the summer and festival season approaches, easyHotel is offering the new generation of touring standup comedians a lie down in the form of a free night’s accommodation in its regional UK hotels.

The offer, which is open to new comedians on tour in the UK, is easyHotel’s way of acknowledging the positive contribution that Britain’s world-class standups make to the national mood.

Neil Fidler from easyHotel said: “Comedians improve our lives on a daily basis and this is our way of thanking them for all the laughs and the hard graft of touring the UK. After a tiring set, they can relax with a comfortable night’s sleep in one of our centrally-located hotels.”

Hundreds of comedians, from Milligan to Millican and from Monkhouse to Whitehouse, have performed in front of live audiences and many have earned their spurs on the standup circuit.

Many will now be able to ‘rest easy’ when they’re overnighing on the road and not pay a penny, let alone a premier amount.

easyHotels in Old Street (London), Milton Keynes, Sheffield, Leeds, Ipswich, Newcastle, Birmingham, Manchester and Croydon are each allocating an initial 10 free nights’ accommodation to standups.

To apply for a free room, standups should email a link or picture of the flyer from their local show featuring their name, the date of their gig and the local venue or the online link to liedownstandup@easyhotel.com. Full details are available via links from the Twitter account @liedownstandup1.

Neil Fidler added: “We are also offering, on request, some of our exclusive four poster bedrooms as part of the offer. Each room contains four carefully-curated inspirational posters, including ‘We all have the tools for greatness within us’, ‘The art of communication is the language of leadership’, ‘Limitations live only in our minds, but if we use our imaginations, the possibilities become limitless’ and ‘High achievement always takes place in the framework of high expectations.’

-ENDS-

For more information:

Houston PR

easyHotel@houstonpr.co.uk

T: +44 (0) 20 3701 7660

Notes to Editors:

www.easyhotel.com <http://ir.easyhotel.com>

easyHotel is the owner, developer, operator and franchisor of branded hotels. Its strategy is to target the super budget segment of the hotel industry by marketing "clean, comfortable and safe" hotel rooms to its customers.

Operating hotels

easyHotel's eleven owned hotels currently comprise 1,216 rooms, and it has a further 25 franchised hotels with 2,139 rooms.

Owned hotels:

United Kingdom: Old Street (London), Glasgow, Croydon, Birmingham, Manchester, Liverpool, Newcastle*, Leeds, Sheffield and Ipswich.

Spain: Barcelona

Franchise locations:

United Kingdom: Edinburgh, London Heathrow, Central London, Luton, Reading and Belfast.

Europe: Belgium (Brussels), Bulgaria (Sofia), Germany (Berlin, Frankfurt, Bernkastel-Kues), Hungary (Budapest), The Netherlands (Amsterdam: City, Arena & Zaandam, Rotterdam, The Hague, The Hague Scheveningen Beach, Maastricht), Portugal (Lisbon), Switzerland (Basel, Zurich).

International: UAE (Dubai).

Hotel development pipeline

The Company's committed development pipeline of owned and franchised hotels currently consists of:

Owned hotels:

United Kingdom: Milton Keynes, Chester, Cardiff, Oxford*, Blackpool. Subject to planning consent: Cambridge* and Bristol.

Europe: Subject to planning consent: Ireland (Dublin), France (Paris-Charles de Gaulle Airport*).

Franchise hotels:

Europe: Spain (Malaga), Switzerland (Zurich, Basel), Netherlands (Amsterdam Schiphol Airport).

International: Iran, Sri Lanka, Turkey (Istanbul), UAE (Dubai).

*Hotels under an operating lease.