



FOR IMMEDIATE RELEASE

GreenTree Hospitality Group Promotes Amanda Saye to Vice President of Franchise Operations



SCOTTSDALE, AZ—September 25, 2018 – GreenTree Hospitality Group Inc., a leading U.S. hotel owner, operator and franchisor of GreenTree Inn, is proud to announce the appointment and promotion of Amanda Saye as Vice President of Franchise Operations.

Saye joined GreenTree in 2016 where she was tasked in leading the hotel brand's marketing strategy and development efforts throughout the U.S., including the successful launch of its GiveBack Rewards® loyalty program in 2017. In addition, Saye completed a full web redesign and launch of its hotel brand website (www.greentreeinn.com), implementing all print and digital promotions, managed the day-to-day and fulfillment of its loyalty program, developed all property marketing collateral and led its public relations and communications efforts; ultimately positioning the brand and driving additional revenue streams effectively system-wide.

Kevin Brooks, managing director shared, "Amanda has been an integral part of launching and moving forward the GreenTree franchise operations in the United States. Her new role reflects our confidence in her vision for the GreenTree brand and her commitment to our guests, franchisees, and team members."

The Vice President of Franchise Operations will serve as the primary leader within the franchise vertical. In her new role, Saye will provide overall leadership for the corporate franchise operations team to facilitate the continuing effort of delivering outstanding systems, support, and service to its franchisees. Saye will support the day-to-day hotel operations within GreenTree, franchise on-boarding, systems, brand standards and governance, marketing, and franchise relationships.

"As we continue to grow the GreenTree footprint across the country, Amanda's organizational and leadership skills will serve our stakeholders well. Under her leadership, in the franchise operational area, we look forward to more great things from her and for the US GreenTree operations," Brooks continued.

Amanda commented, "It really is an exciting time to be a part of GreenTree and watch the brand continue to grow. I am eager to lead the franchise team and continue to enhance the support and services we provide to both our franchisees and guests alike."

Saye went on to share, "We have a well-rounded group with a great deal of experience and commitment. I look forward our continued efforts and further developing our team, offerings, and growing within the organization."

Prior to joining GreenTree Hospitality Group Saye successfully launched new and industry leading brands. Saye has excelled in data analysis, market segmentation, and developing effective tactics that aligned with the growth of the organization and business objectives, ultimately producing viable, revenue-generating strategies. Amanda is an active board member and currently serves as Vice President for HSMIA, Arizona Chapter.

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ABOUT GreenTree Inn

The GreenTree Inn and GreenTree Inn & Suites hotels are trusted by corporate and leisure travelers seeking reliable, modern guest rooms and common area spaces. The brand creates exceptional guest experiences while being a valued business partner by offering seamless hotel operations, providing a unique rewards program and minimizing its impact on the environment — all while giving support to its corporately owned and franchised hotels across the Southwest. Learn more about GreenTree Inn by visiting our website www.greentreeinn.com.

ABOUT GreenTree Hospitality Group, Inc.

GreenTree Hospitality Group Inc. is a leading select-service owner, operator and franchisor of the GreenTree Inn and GreenTree Inn & Suites hotels. The first GreenTree Inn in the United States was founded in 2015 as an extension of the successful launch of the brand in Asia in 2004 — now with over 2,500 hotels worldwide. GreenTree, serves the market globally in the value to mid-scale segments.

GreenTree Inn is aggressively growing its portfolio through acquisition and franchise development, offering a low cost, high value model; leading its hotels to greater performance and bottom-line results. For more information, visit www.greentreeinn.com.

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