



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

NEWS RELEASE

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For Immediate Release:

A Thousand Hotels and Growing: HAC's Green Key Program Reaches Major Milestone

December 23, 2008, Ottawa, ON -- The Hotel Association of Canada's Green Key Eco-Rating Program reached a milestone today as the signing of a group of properties brought program participation to just over the 1,000 member mark.

Earlier this month Lakeview Hotels & Resorts, a hotel company based in Winnipeg, MB, began enrolling all their properties in the Green Key Eco-Rating Program. Today, with their final few hotels in the system, program participation has officially tipped the scales over into the thousands.

"This is a landmark day for the Green Key program and a testament to our industry's commitment to improving their environmental performance," stated Tony Pollard, HAC President. "We are so pleased that Lakeview Hotels & Resorts, our newest corporate member, was an integral part of this exciting announcement."

"As a Canadian owned, community focused company, Lakeview Hotels & Resorts is committed to identifying ways to lessen the environmental impact that our business activities have on the communities where we conduct business, as well as the global community as a whole," said Keith Levit, President of Lakeview Management Inc. "Adoption of the Green Key program is a first step in our commitment to developing a portfolio wide environmental program. We will be working in close partnership with the Hotel Association of Canada and with our hotels across the country to identify and implement eco-friendly practices for improved environmental performance."

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This announcement is the icing on the cake in a busy year for the Green Key program. Not only did participation grow by the hundreds in 2008 but a number of new initiatives were also launched including: *The Green Scene*, an e-newsletter exclusively for program members; inclusion of Green Key Ratings in the AAA/CAA travel guides; partnerships with the Green Meeting and Green Travel Guides; as well as expanding interest throughout the United States.

The Green Key Eco-Rating Program is a graduated rating system designed to recognize hotels, motels and resorts that are committed to improving their environmental performance. Based on the results of a comprehensive environmental audit, hoteliers are awarded a one to five Green Key rating. Currently 1,008 Canadian and U.S. lodging properties are enrolled in the program. For more information, or to find a list of rated hotels, visit www.hacgreenhotels.com.

The Hotel Association of Canada is the national organization representing the lodging industry in Canada. Our membership encompasses the provincial and territorial hotel associations, the corporate hotel chains, independent hotels, motels and resorts and the many suppliers to the hotel industry. Our objective is to assist both our national and international members as they endeavour to enhance their competitiveness and achieve their bottom line.

Lakeview Hotels & Resorts is the hospitality division of Lakeview Management Inc., headquartered in Winnipeg, MB. Lakeview Management Inc. is a fully diversified organization experienced in all major sectors of real estate development activity. Since its inception in 1964, Lakeview and its affiliated companies have developed or acquired projects throughout North America with an estimated value of approximately two billion dollars in today's dollar equivalent. The specialized expertise of this hospitality division, coupled with their extensive development abilities and resources through Lakeview Hotel REIT enables them to continue to thoroughly explore the wide range of attractive development and investment opportunities that the hospitality industry offers. For more information, call (204) 947-1161 or visit www.lakeviewhotels.com and/or www.lakeviewreit.com.