



For Immediate Release

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**Key West Inns, Inc. renews contract with InnLink, LLC,
extending a 16-year successful relationship.**

Key West Inns, Inc. and InnLink Central Reservation Services announced today that they have extended the Reservation Services Agreement for all Key West Inn locations.

Key West Inns, Inc. has successfully increased their business during the tough economic conditions in 2009. Reservations are up 21%, room nights up 11% and revenue up 7%. ADR has softened slightly across the first 7 months of 2009 due to increased participation in OTA Merchant programs. GDS and Online Travel agent business has shifted to more profitable channels, increasing reservations through our InnLink Booking Engine and InnLink Voice Services by approximately 40%.

“Having a complete set of services with InnLink has allowed us to be responsive to customers needs in this tight economy. As customers wanted more direct information about Key West locations, we have been able to address their requirements online and in the Voice Reservation Service,” stated Neal Jackson, President, Key West Inns, Inc. “Partner’s that provide that kind of customer responsiveness are invaluable to us. Extending our relationship only makes good business sense.”

“Key West Inns, Inc. is InnLink’s longest-standing chain customer and one we really appreciate because they are progressively working with us to improve their business through the services we offer them,” stated Laurie Bechler, VP Operations and Revenue Management, “The Key West Inns numbers really demonstrate what is possible when we work together.”

The new agreement covers eLINK, electronic distribution, iLINK, branded booking engine, gLINK, group reservation services, and vLINK, voice reservations services. Key West Inns also participates in InnLink’s Franchise Forum sharing success strategies.

About InnLink, LLC



Founded in 1991, InnLink specializes in the processing of reservations for hotels and hotel companies using vLINK: comprehensive private-label voice reservations; eLINK: electronic connectivity for GDS and OTA reservations; iLINK: an integrated private label Booking Engine; gLINK: Group Reservation Services; ONtarget Revenue Consulting: Revenue Management Consulting and Marketing Programs and RESmatrix: Customer Tools for Data, Rate and Inventory Management. InnLink maximizes channel-managed, reservation revenue streams for over 3,000 hotels, resorts, inns, B&Bs, condominiums and extended-stay properties.

To learn more about InnLink's products and services visit www.innlink.com or contact Pam Walrond, Director, Marketing at 615-264-8087 or pam.walrond@innlink.com.

About Key West Inns, Inc.



Key West Inn, Inc. now has twenty one locations in Alabama, Georgia, Mississippi, Tennessee, and Florida. The chain was started by Cory Jackson Sr. and now is led by his son Neal B. Jackson, CHA. Key West Inns, Inc. continues to focus expansion efforts in the Southeastern states from North Carolina to Texas.

To find out more about staying at a Key West Inn location visit www.keywestinn.net or call our toll free reservation line at 800-833-0555.

For more information regarding Key West Inn franchise opportunities, visit www.keywestinnfranchise.com or contact Neal B. Jackson, CHA at 888-836-6680 or Neal@keywestinn.net.