



FOR IMMEDIATE RELEASE

September 26, 2016

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**HOLLOWAY LODGING CORP. ANNOUNCES
SALE OF TRAVELODGE® HOTEL IN BARRIE, ON**

Halifax, NS - Holloway Lodging Corporation (TSX: HLC, HLC.DB, HLC.DB.A) (“Holloway”) is pleased to announce that it has sold the Travelodge® hotel located in Barrie, ON.

The sale price for the hotel was \$8.7 million representing a cap rate of approximately 7.3%. Holloway estimates that it will record a gain on sale of approximately \$3.0 million in the third quarter of 2016 and does not anticipate paying any tax on the sale of this property. Initially, Holloway will apply the sale proceeds to reduce its credit line balance.

ABOUT HOLLOWAY LODGING CORPORATION

Holloway is a real estate corporation focused on acquiring, owning and operating select and limited service lodging properties and a small complement of full service hotels primarily in secondary, tertiary and suburban markets. Holloway owns 35 hotels with 4,024 rooms. Holloway’s shares and debentures trade on the TSX under the symbols HLC, HLC.DB and HLC.DB.A.

For further information please contact Michael Rapps, Chairman, at (416) 855-1925 or Jane Rafuse, Chief Financial Officer, at (902) 443-5101.

This press release contains forward-looking information within the meaning of applicable securities laws. Forward-looking information may relate to Holloway’s future outlook and anticipated events or results and may include statements regarding Holloway’s future financial position, business strategy, financial results, plans and objectives. In some cases, forward-looking information can be identified by terms such as “may”, “will”, “should”, “expect”, “plan”, “anticipate”, “believe”, “intend”, “estimate”, “predict”, “potential”, “continue” or other similar expressions concerning matters that are not historical facts. Forward-looking information is subject to certain factors, including risks and uncertainties, that could cause actual results to differ materially from what Holloway currently expects and there can be no assurance that such statements will prove to be accurate. Some of these risks and uncertainties are described under “Risk Factors” in Holloway’s annual information form for the year ended December 31, 2015 which is available on Holloway’s profile on the SEDAR website at www.sedar.com. Holloway does not intend to update or revise any such forward-looking information should its assumptions and estimates change.