



Red Roof® Taps FreedomPay to Power Payments Across U.S. Locations

COLUMBUS, Ohio, June 30, 2025 – Red Roof®, an award-winning leader in the lodging industry, has selected FreedomPay, an innovative leader in Next Level Commerce™ technologies, to power payments across its portfolio of more than 700 hotels across the United States. A global leader in hospitality technology, FreedomPay delivers seamless, fully integrated payment solutions to Red Roof. With a focus on speed, security and flexibility, FreedomPay enhances the payment experience for hotels, their guests and Red Roof franchisees.

Through this partnership, Red Roof hotels will receive an integrated payment solution and upgraded service, as well as significant cost savings and operational efficiency from a renowned payment partner that ensures all locations are always omnichannel-ready.

“With FreedomPay’s advanced payment gateway, Red Roof is gaining a strategic edge, driving operational efficiency and ensuring our processing is omnichannel-ready,” said Sharee Brell, Red Roof’s SVP of technology. “The partnership positions our brand and franchisees for greater success in the years ahead while providing our guests with an elevated experience.”

“FreedomPay is trusted by the largest hospitality brands, and we’re excited to partner with Red Roof to bring a world-class experience to their franchisees and guests,” said Chris Kronenthal, president of FreedomPay. “Our Next Level Commerce™ technologies will enable secure omnichannel payments at the hundreds of Red Roof locations around the United States.”

About Red Roof®

Red Roof is an award-winning leader in the lodging industry, recognized for creating the innovative Upscale Economy® segment, serving millions of guests each year. Red Roof's portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, HomeTowne Studios by Red Roof®, The Red Collection®, and Red Roof's dual-branded properties. Red Roof has over 60,000 rooms in more than 700 properties in the U.S. and internationally in Japan. For more information, visit redroof.com or download Red Roof's free app for iOS and Android devices. To learn about franchising opportunities, visit redrooffranchising.com.

Red Roof's Vision: To provide the best experience and value in the lodging industry for our guests, owners, team members, partners, and communities.

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About FreedomPay

FreedomPay's Next Level Commerce™ platform transforms existing payment systems and processes from legacy to leading edge and enables merchants to unleash the power of pay. As the premier choice for many of the largest companies across the globe in retail, hospitality, lodging, gaming, sports and entertainment, foodservice, education, healthcare and financial services, FreedomPay's technology has been purposely built to deliver rock solid performance in the highly complex environment of global commerce.

The company maintains a world-class security environment and was first to earn the coveted validation by the PCI Security Standards Council against Point-to-Point Encryption (P2PE/EMV) standard in North America. FreedomPay's robust solutions across payments, security, identity, and data analytics are available in-store, online and on-mobile and are supported by rapid API adoption. The award winning FreedomPay Commerce Platform operates on a single, unified technology stack across multiple continents allowing enterprises to deliver an innovative Next Level experience on a global scale. www.freedompay.com

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