

FACT SHEET

September 2008



DESCRIPTION

Northampton Group Inc. is one of Canada's top mid-market hoteliers, with ownership interests in 2200 rooms in 17 hotels in Canada and the US. The Company is expert in all facets of the hotel business, from marketing to building to management. Focused on driving the best returns and creating value for all stakeholders, Northampton's proven, market-sensitive strategy is to acquire or build hotels that provide superior accommodation at a reasonable price. Northampton excels in this sector, offering services that exceed expectations while still posting industry-leading margins.

MARKET INFORMATION

| | |
|----------------------------------|------------------|
| Symbol: | TSX-V: NHG |
| Recent price: | C\$ 1.10 |
| 52-week high/low: | C\$1.55/ C\$1.00 |
| Market capitalization: | C\$26 million |
| Shares outstanding (June 30/08): | 26.08 million |
| Cash flow/share: | C\$0.15 |

FINANCIAL DATA

(Year Ended March 31, 2008)

| | |
|------------------------------------|-----------------|
| Revenues: | C\$33.8 million |
| System revenues: | C\$55.7 million |
| Earnings per share: | C\$ 0.05 |
| Dividend per share (twice yearly): | C\$0.015 |



INVESTMENT HIGHLIGHTS

- Managed assets valued at >\$160 million
- Strong balance sheet
- Meet or exceed industry peers historically
- Cash flow to price at ~7X; industry averages 10X
- Debt/Equity ratio below industry standard
- Trades below book value



RECENT NEWS

- The world's first **aloft™** hotel – the **aloft Montreal Airport** – opened in June of 2008 with a launch party that celebrated the global debut of Starwood's much-heralded **aloft** lifestyle brand.
- The Company is in the process of developing an aloft hotel in Vaughan, Ontario.

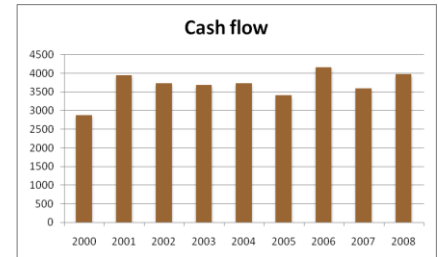
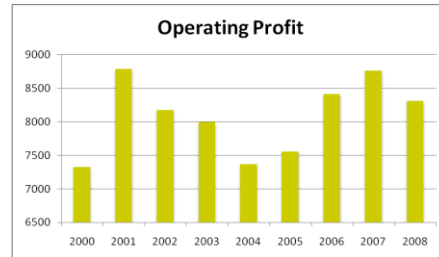
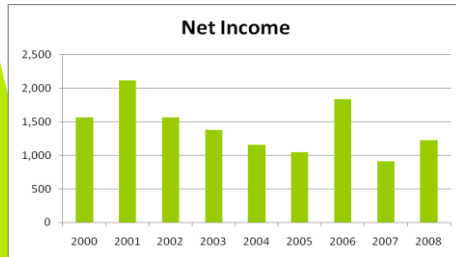
INDUSTRY

The hospitality industry is booming from a building and acquisitions perspective, with new supply outpacing demand in certain locations where Northampton's properties lie. Both corporate and leisure travel from the USA continue to lag due to the strong Canadian dollar, although domestic travel is strong. Hotel valuations are strong, indicating the potential value of Northampton's portfolio.

FINANCIAL HIGHLIGHTS

Since its establishment as a public company in 1994, Northampton has:

- Quintupled revenues
- Increased system revenues by more than seven times
- Quadrupled EBITA
- Maintained a profit margin that consistently stays above 25 percent annually
- Quintupled cash flow
- Increased net income tenfold.

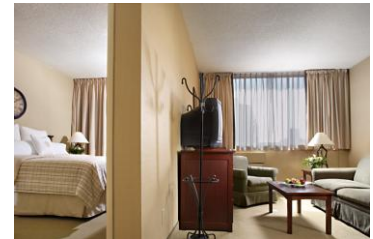


PROPERTY STRATEGY

Northampton benefits from improvement in the value of its properties, which it enhances by a considered strategy of ensuring its properties are in top condition with no deferred maintenance. Even in slow years, management continues to renovate and upgrade existing properties to provide improved facilities for guests. Northampton constantly seeks sites for hotel development purposes, either to improve existing undervalued hotel assets or to build from the ground up. The company's ability to build and run hotels economically, along with its proven approach of creating special marketing programs targeted to each individual hotel, fuel management's objective to increase the market share of its operating hotels. Northampton's strong relationships with its franchisors support its growth and enhance its offerings.

MANAGEMENT STRENGTHS

At the heart of Northampton's competitive advantage is its management team, which can boast more than 40 years of accumulated experience in successful hospitality management, as well as 30 years' experience in design and construction, marketing, and business forecasting. The Northampton management team has a strong history of achieving impressive marketing goals while spending carefully.



RECENT EVENTS



- Northampton celebrated the opening of the world's first aloft™ brand hotel in Montreal in June '08.
- The Quality Inn Airport West, Mississauga received the third consecutive Gold Hospitality award from Choice Hotels Canada.
- Country Inn & Suites Kanata won the ASPIRE award from Country Inns by Carlson for strong RevPAR growth.
- The Best Western Cambridge won a Director's Award for exceptional quality assurance.



For further information, please contact:

Vinod Patel
President and CEO
Suite 212, Matheson Mews
Mississauga, ON L4W 5A8
(905) 629-9992