

FOR IMMEDIATE RELEASE

**BEST WESTERN ROSE GARDEN INN RECOGNIZED AS BEST OF THE
BEST IN CUSTOMER CARE AT HOTEL CHAIN'S ANNUAL
NORTH AMERICAN CONVENTION**

Watsonville California 10/15/09 -- The Best Western Watsonville Rose Garden Inn in Watsonville California was named Best of the Best in Customer Care at Best Western International's annual North American Convention held recently in Phoenix, Ariz. The hotel was presented with the award in front of more than 2,000 industry peers.

This select honor is bestowed upon those Member properties that best exemplify exceptional levels of service and care. The hotels must also meet design standards and other membership requirements to qualify.

The Best Western Watsonville Rose Garden Inn is one of only 106 of Best Western's more than 2,400 properties in the U.S. and Canada to receive this designation.

"The Best of the Best Awards recognize those Best Western hotels that truly demonstrate the highest levels of quality and service," said Bonnie McPeake, chairwoman of Best Western's Board of Directors. "The Best Western Watsonville Rose Garden Inn is a living example of our brand's commitment to caring for our guests."

Located at 740 Freedom Blvd Watsonville, California, the Best Western Watsonville Rose Garden Inn features 46 rooms and is nestled in the historic center of the town, surrounded by the rural splendor of the Pajaro Valley..

Reservations are available at www.bestwestern.com.

ABOUT BEST WESTERN INTERNATIONAL

Best Western International is THE WORLD'S LARGEST HOTEL CHAIN®, providing marketing, reservations and operational support to over 4,000* independently owned and operated member hotels in 80* countries and territories worldwide. An industry pioneer since 1946, Best Western has grown into an iconic brand that hosts 400,000* worldwide guests each night. Best Western's diverse property portfolio, its greatest strength, stems from a business model designed to give owners maximum flexibility to address market-specific needs. Equally committed to the business and leisure traveler, Best Western recently embarked on a mission to lead the hotel industry in customer care. World Vision is the charity of choice for Best Western in building the world's largest family, as our hotels and staff sponsor children in need around the globe. Since 2004, Best Western has served as the Official Hotel of NASCAR®. For more information or to make a reservation, please visit www.bestwestern.com.

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