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**BEST WESTERN BRIDGEWOOD RESORT HOTEL & CONFERENCE CENTER
RECOGNIZED AS BEST OF THE BEST FOR QUALITY & DESIGN
AT HOTEL CHAIN'S ANNUAL NORTH AMERICAN CONVENTION**

NEENAH, WI - The Best Western Bridgewood Resort Hotel & Conference Center in Neenah, Wisconsin was named **Best of the Best in Quality and Best of the Best in Design** at Best Western International's annual North American convention held recently in Montreal, Quebec. The hotel was presented with both awards in front of more than 2,000 industry peers.

The quality award honor is bestowed upon those member properties who receive two consecutive top quality assurance assessment scores within a 12-month period. The hotels must also meet design and customer care standards, as well as other membership requirements, to qualify.

The design award honor is bestowed upon properties whose design and/or construction project is deemed most impressive by an independent panel of judges, comprised of professional members of the American Society of Interior Designers and the American Institute of Architects.

The Best Western Bridgewood Resort Hotel & Conference Center was one of only 23 hotels out of more than 2,400 properties in the U.S. and Canada to receive the quality designation and one of only 8 hotels out of 2,400 properties to receive the design award. There are only five double award winners in North America. Robert Dove, general manager of Best Western Bridgewood Resort Hotel & Conference Center, stated, "We are thrilled to have won two of the Best of the Best Awards. This honor is a tribute to the dedication and professionalism of our employees." Dove also added, "Our hotel was also selected to be featured in Best Western national television commercials."

"The Best of the Best Awards recognize those Best Western Hotels that truly demonstrate the highest levels of excellence and service," said Charles Helm, chairman of Best Western's Board of Directors. "The Best Western Bridgewood Resort Hotel & Conference Center represents a strong commitment to quality and the hotel's design is outstanding among Best Western's North American properties."

Located at 1000 Cameron Way in Neenah, Wisconsin, the Best Western Bridgewood Resort Hotel & Conference Center features 95 guest rooms including 39 uniquely designed suites, many with whirlpools and fireplaces. Every guest room included a DVD player, refrigerator, microwave, free high-speed internet access and a security safe. A complimentary hot breakfast is included with each stay. The hotel's conference center accommodates groups up to 500 guests. Additional hotel amenities include a golf course, aquatic fun center with four pools, fitness center, spa and game room. The Ground Round Grill & Bar® is adjacent to the hotel and offers room service for hotel guests.

For reservations, call the hotel directly at 920-720-8000 or call Best Western's 24-hour toll-free number at 1-800-WESTERN. Reservations are also available through the hotel's chain's web site 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 4,200* independently owned and operated member hotels in 80* countries and territories worldwide. Founded in 1946, this iconic brand is host to approximately 400,000 worldwide guests each night. A pioneer within the industry, Best Western is recognized for its distinctive member-owned business model and diverse hotel portfolio. The company continues to innovate and enhance both the business and leisure travel experience. Since 2004, Best Western has served as the Official Hotel of NASCAR®. For more information or to make a reservation, please visit [HYPERLINK "http://www.bestwestern.com/"](http://www.bestwestern.com/)

*Numbers are approximate and can fluctuate.

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The attached photo was taken at the Best Western International's North American convention in Montreal, Canada on October 17, 2007.

Pictured from left to right - NASCAR Driver David Reutimann, President & CEO of Best Western International David Kong, General Manager of Best Western Bridgewood Resort Hotel & Conference Center Robert Dove, President of R.B. Hospitality Richard Batley, Chairman of the Board of Best Western International Charles Helm and NASCAR Driver Michael Waltrip.