

PRESS RELEASE

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New hotel category launched in Finland –

BEST WESTERN Hotel Haaga earns BEST WESTERN PLUS descriptor

Helsinki, January 9, 2012 – BEST WESTERN Hotel Haaga has official earned BEST WESTERN PLUS descriptor after passing required aesthetic evaluation. The hotel is first hotel in Finland representing the Best Western Plus category.

Best Western International launched in 2010 its new descriptor program in North America, giving its member hotels the option to identify their properties as BEST WESTERN®, BEST WESTERN PLUS® or BEST WESTERN PREMIER®. Later in 2011 the program turned global concerning all market areas. Finland has already had BEST WESTERN and BEST WESTERN PREMIER hotels; BEST WESTERN PLUS Hotel Haaga will add the new category to the portfolio of Finnish Best Western hotels. The adoption of descriptors has been the biggest change in Best Western's 65-year history and helps provide travelers a better understanding of what is offered at each individually owned and operated Best Western hotel so they can choose the right hotel for every type of trip.

Rebranding of BEST WESTERN PLUS Hotel Haaga has been a result of systematical development process to improve services for hotel's leisure and business guests. In 2008 the hotel had vast renovation during which rooms and general facilities were modernized. Also the hotel has been certified with Nordic ecolable, Swan. The hotel also participates in Quality 1000 program designed to Finnish travel industry. To meet the Best Western Plus criteria, the hotel did some light touch up in December 2011.

"Best Western Plus descriptor describes better our services, what to expect when choosing us. The descriptor challenges us because we are the first in Finland to represent the new category. Our aim is to be one of the top hotels in price/quality ratio", says Päivi Laine, General Manager, BEST WESTERN PLUS Hotel Haaga.

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Best Western International, Inc. is THE WORLD'S BIGGEST HOTEL FAMILYSM, providing marketing, reservations and operational support to over 4,000* BEST WESTERN®, BEST WESTERN PLUS® and BEST WESTERN PREMIER® hotels in more than 90* countries and territories worldwide. BEST WESTERN PLUS Hotel Haaga locates in Haaga, Helsinki, Finland. The hotel has 122 guest rooms, 12 meeting rooms, business corner, a pool and three saunas. Restaurant Haaga Inn serves breakfast, lunch and dinner as well as drinks. BEST WESTERN PLUS Hotel Haaga is certified with Nordic ecolable, Swan. The hotel is participating in Finnish Hotel of Tomorrow and Conference Hotel of Tomorrow projects both coordinated by coordinated by HAAGA-HELIA University of Applied Sciences.

*Numbers are approximate and can fluctuate.