

FOR IMMEDIATE RELEASE

**BEST WESTERN CAPITOLA BY-THE-SEA INN & SUITES RECOGNIZED
FOR TWO BEST OF THE BEST AWARDS AT HOTEL CHAIN'S ANNUAL
NORTH AMERICAN CONVENTION**

Capitola, CA 10/15/09 -- The Best Western Capitola By-the-Sea Inn & Suites in Capitola California was named Best of the Best in Customer Care and Quality at Best Western International's annual North American Convention held recently in Phoenix, Ariz. The hotel was presented with the awards in front of more than 2,000 industry peers.

The customer care award is bestowed upon properties that best exemplify exceptional levels of service and care, while the quality honor is bestowed upon the properties that 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 Best Western Capitola By-the-Sea Inn & Suites is one of only 24 hotels out of more than 2,400 properties in the U.S. and Canada to receive both designations.

"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. "We are very pleased with the Best Western Capitola By-the-Sea Inn & Suites commitment to the brand, and their recent recognitions for both awards."

Located at 1435 41st Avenue Capitola, California, the Best Western Capitola By-the-Sea Inn & Suites features 54 rooms and exquisite attention to detail infused with local ambiance.

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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