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FOR IMMEDIATE RELEASE  
**TWO MYER HOTELS HONORED WITH PLATINUM AWARDS**

Branson, MO - Myer Hotels of Branson is pleased to announce that two of its Choice Hotels properties have recently been honored. The Comfort Inn & Suites Branson Meadows and the Comfort Inn West each received a 2006 Platinum Hospitality Award from Choice Hotels International. Additionally, the Comfort Inn & Suites is among a select group of Platinum winners within each Choice brand being recognized as "Best of the Brand" because of high scores for guest satisfaction.

"The Platinum Award is a tremendous honor from Choice Hotels exemplifying exceptional service, facilities and hospitality," stated Gail Myer, VP of Operations. "These hotels have excelled and received Gold Awards in the past, but Platinum is a new milestone we're delighted to have reached."

The Choice Hotels Platinum Award is an annual accolade for hotels exceeding Choice Hotels' rigid quality assurance standards. To qualify, a hotel must undergo rigorous inspection evaluating each operating department. Departments are rated based on staff knowledge, attitude and professionalism; training; safety and security; maintenance and energy conservation; and physical conditions. Additionally, to receive the Platinum Award, the Comfort Inn & Suites and the Comfort Inn West each had a low ratio of guest complaints and their customer surveys revealed guests were very likely to recommend the hotel to friends and family following their stay due to a great experience.

Only five percent of properties in the Choice Hotels system were awarded the exclusive Platinum Award for 2006. Of that five percent, the Best of the Brand designation that Comfort Inn & Suites received gave special recognition to those hotels that not only qualified for a Platinum Award, but also provided even stronger guest service and guest satisfaction compared to others within their brand.

Chris Myer, VP of Marketing, noted, "The hotels' team members daily exceed our mission of 'Friendly, Fantastic Service Always.' These prestigious awards show their dedication and commitment to excellence."

In the lodging business for 39 years, the Myer family has actively contributed to Branson's hospitality market for over 22 years and received numerous national awards. Myer Hotels includes the Best Western Center Pointe Inn, Best Western Music Capital Inn, Comfort Inn at Thousand Hills, Comfort Inn & Suites Branson Meadows and Comfort Inn West. The properties emphasize excellent locations, countless amenities and exceptional customer service while focusing on great value in the upper mid-scale area. For more information about these hotels please visit **[www.myerhotels.com](http://www.myerhotels.com)**.

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