

For Immediate Release

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MYER HOTELS RECEIVE PRESTIGIOUS CHOICE INTERNATIONAL AWARDS

BRANSON, MO –Myer Hotels of Branson is pleased to announce that three hotels, the Comfort Inn & Suites Branson Meadows, Comfort Inn at Thousand Hills and Comfort Inn West have been recognized by Choice Hotels International from over 4,800 U.S. franchised hotels for hospitality excellence.

The Comfort Inn & Suites Branson Meadows and the Comfort Inn At Thousand Hills Comfort s have been awarded the Choice Hotels International **2010 Platinum Hospitality Award**. This award is given to the top 3% within the Comfort Inn Brand, and is awarded each year to those hotels that receive the highest ratings in guest satisfaction surveys, and score highest in the quality assurance review process. The Comfort Inn West has received the Choice Hotels International **2010 Gold Hospitality Award**. This honor is given to the top 10% of all Comfort Inns within the United States. The Comfort Inn West was in the top 4% overall of all Comfort Inns.

“Myer Hotels’ commitment to excellence and outstanding guest service has earned it this well-deserved recognition as three of the best hotels among the Comfort Inn brand,” said Steve Joyce, president and chief executive officer for Choice Hotels. “We are very proud to award these distinguished honors to the Comfort Inn & Suites, Comfort Inn At Thousand Hills and Comfort Inn West.”

“We are committed to meeting and exceeding the lodging expectations of all guests who choose to stay at a Myer Hotel,” stated Gail Myer, Vice President of Operations. Chris Myer, Vice President of Marketing noted, “These awards testify to the fact that our hotel teams believe in our mission of ‘Friendly, Fantastic Service Always’ on a daily basis. We appreciate the teams’ effort at becoming a part of an elite group of hotels in the country and providing guests with great vacation experiences. Myer also added that the Comfort hotels have earned many awards in the past including the 2009 “Comfort Inn of the Year” at the Comfort Inn & Suites.”

About Myer Hotels

In the lodging business for 42 years, the Myer family has actively contributed to Branson’s hospitality market for over 27 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, Comfort Inn West and Holiday Inn Express Green Mountain Drive. 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.

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