



CHOICE HOTELS
INTERNATIONAL®

May 5, 2015
Contact: Chris Myer
Telephone: 417-334-6835

FOR IMMEDIATE RELEASE:

Comfort Inns of Branson win Prestigious 2015 Platinum Award from Choice Hotels International and selected as Finalist for Comfort Hotel of the Year.

Branson, MO – The Comfort Inn at Thousand Hills, Comfort Inn & Suites Branson Meadows and the Comfort Inn West were all recently announced as recipients of a prestigious 2015 Platinum Hospitality Awards from one of the world’s largest hotel companies, Choice Hotels International, Inc. (NYSE: CHH), franchisor of the Comfort Inn brand.

“These hotels’ commitment to excellence and outstanding guest service has earned them this well-deserved recognition as three of the best hotels among the Comfort Inn brand,” said Stephen P. Joyce, president and chief executive officer for Choice Hotels International. “Choice Hotels is very proud to award this distinguished honor to the Myer Hotels family.”

As a result of their Platinum status the hotels were eligible for “Comfort Hotel of the Year”. The Comfort Inn & Suites, Comfort Inn at Thousand Hills and the Comfort West all of Branson have been selected as the three finalists for Choice Hotels’ International 2015 “Hotel of the Year” for the Comfort Inn brand. The Myer family of Comfort Hotels has won this prestigious award for the last five out of six years.

Platinum Award status represents a tremendous accomplishment for a hotel and its entire staff. Each year, only the very top hotels in each brand are eligible to receive this elite distinction. “Only three percent of properties or about 35 Comfort Hotels nationwide in the Choice Hotels system reach this standard,” stated Gail Myer, VP of Operations.

MORE

The hotels have demonstrated an exceptional focus on guest satisfaction and dedication to providing superior service. Additional award criteria are evaluated by Choice Hotels through its official property ranking reports.

Chris Myer, VP of Marketing noted, "It's a huge honor to be finalists for " Comfort Hotel of the Year" again and to also to earn the Platinum status. Our team members do an amazing job of taking care of customers. This recognition speaks to their high commitment of providing quality service and a great lodging product. In our eyes each hotel is a winner just to get to this level and then maintain this high standard year after year. We look forward to bringing back this award to Branson for the sixth time"

The "Comfort Hotel of the Year" award will be given at Choice Hotels' International convention this May in Las Vegas. Myer Hotels' staff will be well represented at the event with several staff attending.

The Comfort Inn & Suites, Comfort Inn at Thousand Hills and Comfort Inn West are owned by Myer Hotels of Branson. In the lodging business for over 47 years, the Myer family has actively contributed to Branson's hospitality market for over 31 years and received numerous national awards. Myer Hotels also includes the Best Western Center Pointe Inn, Best Western Music Capital Inn and the Holiday Inn Express Green Mountain Drive. For more information about these hotels please visit www.myerhotels.com.

###