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FOR IMMEDIATE RELEASE



David Kong, CEO of Best Western International, Gail Myer, VP of Operations, Dottie Coleman - Award Winner, Chris Myer, VP of Marketing, and David Amin, Best Western Board Member.

BEST WESTERN CENTER POINTE INN EMPLOYEE RECOGNIZED WITH THE HEROIC HOSPITALITY STARS AWARD AT HOTEL CHAIN'S CONVENTION AND GLOBAL CONFERENCE

Branson, MO (3/4/13) – Dottie Coleman, night auditor and guest service agent of the Best Western Center Pointe Inn in Branson was recently honored with the Heroic Hospitality Stars Award for the front desk. Mrs. Coleman was presented with the award at Best Western International's Convention and Global Conference held recently in Las Vegas, Nev., in front of more than 3,000 industry peers.

The select honor recognizes and celebrates individuals who have demonstrated superior customer care and professionalism by consistently delivering a high level of service to guests. Winners must also be associated with a hotel that meets design and customer care standards, as well as other membership requirements.

Dottie played an instrumental role in keeping all guests safe during the Branson Leap Day tornado that caused damage to the Best Western Center Pointe Inn. Dottie simply did not just show up for work that night. She watched the weather report the entire day knowing that severe weather was possible. When she got to work, she ran all of her emergency reports early to be prepared. Dottie took a room map and marked where each guest was staying to cut down on her response time. When the sirens went off, Dottie did not hesitate but leapt into action knocking on doors and encouraging everyone to get into the hallway. Each guest that stayed that night called Dottie a hero the next morning. Her quick action and proactive approach kept everyone safe.

Dottie Coleman was one of only seven hotel employees to receive this award, out of all staff at the brand's more than 2,100 properties in the U.S. and Canada.

"The Heroic Hospitality Stars Award recognizes and celebrates Best Westerners who go above and beyond for our guests and treat them like family" said David Kong, CEO of Best Western International. "We are very pleased with Dottie Coleman's commitment to guests and to our brand's mission of providing superior customer care."

The Best Western Center Pointe Inn has been completely renovated since the tornado and long been a favorite of Branson visitors due to its outstanding location right in the heart of Branson's entertainment and excellent service. The hotel features 164 rooms, indoor pool, outdoor pool, two hot tubs, and many other amenities. It is a Director's Award-Winner from Best Western. The hotel is owned by Myer Hotels, a locally owned hotel company.

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