



FOR IMMEDIATE RELEASE
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**BEST WESTERN STERLING INN EARNS BRAND'S "BEST WESTERN PLUS®"
DESCRIPTOR
Name Change Communicates Enhanced Amenities, Experience**

Sterling Heights, MI February 14, 2011 – The former Best Western Sterling Inn is now the BEST WESTERN PLUS Sterling Inn after earning the “BEST WESTERN PLUS” descriptor from the World’s Biggest Hotel FamilySM. The new descriptors, launched in 2010, give Best Western hotels the opportunity to earn the “BEST WESTERN PLUS” or “BEST WESTERN PREMIER®” designation by meeting specific design and amenity guidelines. “BEST WESTERN PLUS” indicates well appointed rooms with modern amenities, and an enhanced level of comfort for guests looking to get the most out of their stay.

“No two Best Western hotels are alike, so these new descriptors will help our guests choose the right hotel for their needs from among the brand’s 2,200 North American properties,” said David Kong, Best Western International president and CEO. “Hotels that earn the ‘Plus’ descriptor typically have a 3-Diamond rating from AAA, and offer a little something extra to make a guest’s stay even more comfortable.”

With 246 guestrooms and convenient guest services such as free high-speed internet access, an in-room refrigerator and available breakfast, the BEST WESTERN PLUS Sterling Inn is thoughtfully designed to suit the needs of any business or leisure traveler. The hotel is located at 34911 Van Dyke Avenue and 15 Mile Road on the Southwest Corner.

“We are proud to put the ‘BEST WESTERN PLUS’ sign on our door,” said Victor Martin, general manager of the BEST WESTERN PLUS Sterling Inn “We offer the great service and provide Metro Detroit’s Only hotel Indoor Water Park along with a banquet & conference center that seats up to 1,000 guests.

Guests who stay at the BEST WESTERN PLUS Sterling Inn can join and earn rewards from Best Western Rewards, one of the hotel industry’s most generous hotel loyalty programs. Members can earn rewards that can be redeemed for free room nights around the globe with no blackout dates, dining, shopping and entertainment gift cards, gas cards, airline miles and more. Membership is free.

To learn more or book a room at the BEST WESTERN PLUS Sterling Inn visit www.sterlinginn.com.

ABOUT BEST WESTERN INTERNATIONAL, INC.

Best Western International, Inc. is THE WORLD'S BIGGEST HOTEL FAMILYSM, providing marketing, reservations and operational support to over 4,000* BEST WESTERN®, BEST WESTERN PLUS® and BEST WESTERN PREMIER® hotels in 80* countries and territories worldwide. Each Best Western-branded hotel is independently owned and operated. Now celebrating 65 years of hospitality, Best Western has grown into an iconic brand that hosts 400,000* worldwide guests each night. 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 biggest family, with our hotels and staff sponsoring children in need around the globe. Our partnerships with AAA/CAA, Michael Waltrip Racing™ and Harley-Davidson® help guests make the most of every trip. For the fastest way to a free night globally, join Best Western Rewards®. For more information or to make a reservation, please visit www.bestwestern.com.

*Numbers are approximate and can fluctuate.

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