



PRESS RELEASE

Best Western International, Denmark

NEW PROPERTY ON FYN ISLAND

COPENHAGEN, 1 September 2011 - Best Western International welcomes new member hotel in Odense on Fyn Island.

As of 1 September 2011, the hotel division of Odense Congress Center, located on Fyn Island, becomes the latest addition to the Best Western family, hence changes its name to BEST WESTERN Hotel Odense. BEST WESTERN Hotel Odense is the second Best Western hotel on Fyn Island. Best Western International Denmark now counts 22 hotels in Denmark and 1 hotel in Iceland.

The 4-star BEST WESTERN Hotel Odense offers all modern amenities in the surroundings of beautiful Fyn. The beautifully located hotel offers 109 comfortable rooms, breakfast restaurant and lobby bar, restaurant, meeting and event facilities etc.

General Manager, BEST WESTERN Hotel Odense, Mr. Michael Jepsen says,
"We are very proud to be a Member of Best Western International and we look forward to welcoming guests from all over the world to Fyn and Odense to enjoy our beautiful and colorful nature".

Also at BEST WESTERN Hotel Knudsens Gaard in Odense one is pleased about one more hotel in Odense. Hotel Manager Martin Nygaard says:
We are pleased to welcome the hotel to Best Western family. We have an excellent cooperation with Odense Congress Center today and are pleased that they also become part of Best Western".

Peter Laigaard Jensen, Country Manager, Best Western International, Denmark.
"With its unique location in Odense on the Island of Fyn , BEST WESTERN Hotel Odense is a perfect fit for Best Western's family of independently owned and operated hotels.

Best Western has experienced great growth in revenue as well as in the number of member hotels in Denmark and the growth is continuing in Denmark and the rest of the Nordic countries.

About Best Western International

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 90* 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 hundreds of thousands of guests each night. Equally committed to the business and leisure traveler, Best Western has 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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