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BEST WESTERN LAKE BUENA VISTA RESORT HOTEL KICKS OFF 60TH ANNIVERSARY CELEBRATION WITH 1946 ROOM RATE PROMOTION
Hotel Turns Back the Clock on March 29, Offering Guests Chance to Pay Only \$5.40 for Accommodations

Orlando, FL, March 6, 2006-As a member of the Best Western International family, the Best Western Lake Buena Vista Resort Hotel will launch its year-long 60th Anniversary celebration with a one-night promotion in March offering guests the chance to stay at the original 1946 room rate.

On Wednesday, March 29 only, one lucky guest at the Best Western Lake Buena Vista Resort Hotel will find a commemorative 60th Anniversary Card under his/her pillow, providing the individual with a special \$5.40 room rate—the approximate value of overnight accommodations six decades ago, when the company got its start. The hotel will place a single collectible card in just one guest room. On March 30, the winner will wake up to a bill totaling less than today’s average hotel room tax.

“Best Western’s past, present and future is grounded in our commitment to providing quality customer care,” said Philip V. Wright CHA, for Best Western Lake Buena Vista Resort Hotel. “As we observe our 60th Anniversary, we look forward to bringing a variety of unique programs to our guests throughout the year, beginning with this special room rate promotion.”

The Best Western Lake Buena Vista Resort Hotel is located at 2000 Hotel Plaza Blvd in Lake Buena Vista, Florida. This 325 room hotel is a 18-story high rise, full service hotel with over 2,300 square feet of flexible meeting space, outdoor garden gazebo, Internet Café with Pizza Hut Express, Trader’s Island Grill, Flamingo Lounge, Outdoor heated swimming pool, kid’s pool, Children’s playground, Fitness Room, Business Center, High speed internet and offers complimentary transportation to and from Walt Disney World’s four major theme parks as well as Downtown Disney’s Shopping and Entertainment complex. For reservations, contact the Best Western Lake Buena Vista Resort Hotel directly at 1- 800-348-3765; call Best Western’s 24-hour, toll free reservations number at 1-800-WESTERN; or visit www.bestwestern.com.

About Best Western International

Best Western International is a membership association of independently owned and operated hotels that provides marketing, reservations and operational support to its members. Growing from a string of roadside motels starting in 1946 Long Beach, CA, to THE WORLD’S LARGEST HOTEL CHAIN with 4,200 hotels in 80 countries, Best

Western is one of the industry's most endearing iconic brands. For more information visit www.bestwestern.com

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