



For Immediate Release
Comfort Inn & Suites: Dan Gulin
Tel: 403.660.8622
E-mail: dan@dominiongrand.com

Choice Corporate: Nathan Brady
Tel: 905.624.7762
E-mail: nathan_brady@choicehotels.ca

**COMFORT INN & SUITES WINS PRESTIGIOUS
2011 PLATINUM HOSPITALITY AWARD FROM CHOICE HOTELS CANADA**
Comfort Inn & Suites Medicine Hat one of nine hotels nationwide to receive honour

Medicine Hat, AB (March 8, 2011) – The Comfort Inn & Suites located at 2317 Trans Canada Way SE, was recently announced as a recipient of a prestigious 2011 Platinum Hospitality Award from the nation's leading hotel franchise system, Choice Hotels Canada.

“The Comfort Inn & Suites is one of the best hotels within the Comfort brand, and one of the best amongst over 290 hotels in our system,” says Tim Oldfield, managing director for Choice Hotels Canada. “A platinum award is well-deserved recognition of general manager Jennifer Fontaine and her team’s hard work. We are extremely honoured to award the Comfort Inn & Suites hotel this prestigious recognition.

As a top performing property among the company’s more than 290 Canadian franchised hotels, the Comfort Inn & Suites hotel is among the top three percent of properties within the Choice Hotels Canada system. A total of 9 Canadian hotels were honoured with a 2011 Platinum Hospitality Award. As one of the company’s top franchised hotels operating under the Comfort flag, the hotel has demonstrated an exceptional focus on guest satisfaction and dedication to providing superior service. Additional award criteria are evaluated by Choice Hotels Canada through its official property ranking reports.

The Comfort Inn & Suites Medicine Hat is managed and operated by Dominion Grand Hotel Group and independently owned by Braemar Group of Hotels and its owner Rod Hazard was ecstatic when he heard the news: “I am thrilled to have our property win this

very prestigious award and I thank my General Manager Jennifer Fontaine and her great team for the achievement. I wish to thank our guests who have made our success possible. This property has been with the Choice brand for 14 years and I look forward to our on-going relationship.”

For more information or to make your reservation for the Comfort Inn & Suites hotel today, call the Choice Hotels toll-free reservation line at 800.4CHOICE or visit choicehotels.ca.

About Choice Hotels Canada:

From Victoria, B.C., to St. John’s, N.L., more than five million guests each year stay with Choice Hotels Canada™ (CHC). CHC is the nation’s largest hotel franchisor, with 300 privately run properties currently open and under development, under seven brands: Comfort™, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, Econo Lodge® and Rodeway Inn®. In addition, via its Ascend Collection™ membership program, Canadians have upscale lodging options at historic, boutique and unique hotels. CHC properties are 100 per cent franchise owned and operated by individual hoteliers, entrepreneurs and lodging/hotel management companies. CHC offers comprehensive support services to its franchisees including sales, marketing, purchasing, reservations and other supportive services. CHC offers high-value lodging options ranging from limited to full service, in the economy to mid-scale markets. CHC is part of Choice Hotels International® which franchises 6,000 hotels in more than 35 countries and territories worldwide. CHC is represented in every major and most secondary markets across all provinces, conveniently located near major airports and highways, shopping centres, entertainment districts and tourist attractions. For reservations call 800.4CHOICE (800.424.6423) / 800.BO.RÊVES (800.267.3837) or visit choicehotels.ca.

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