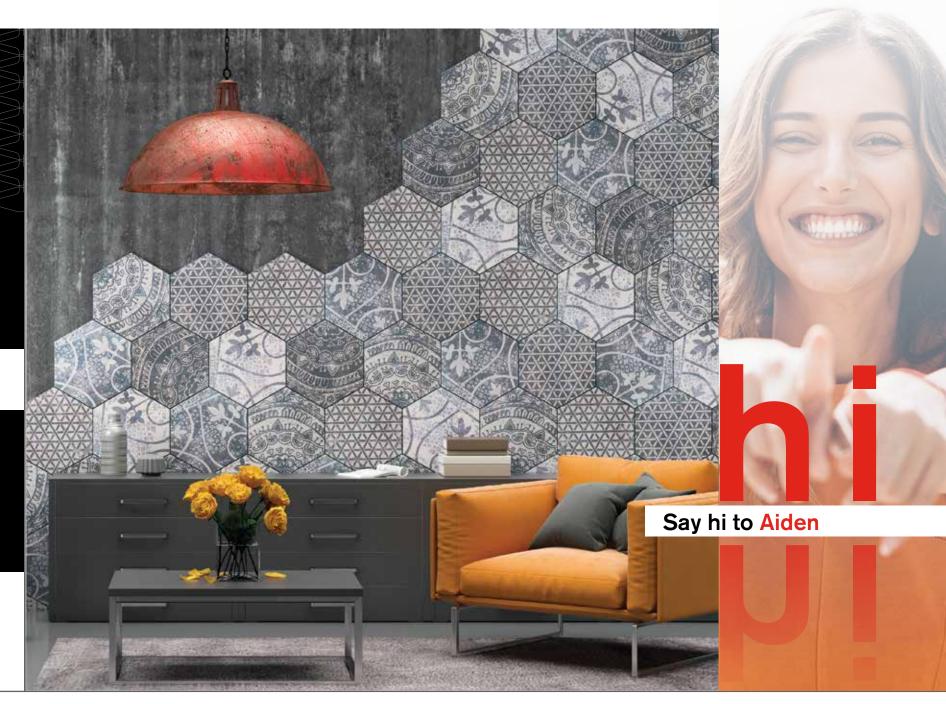


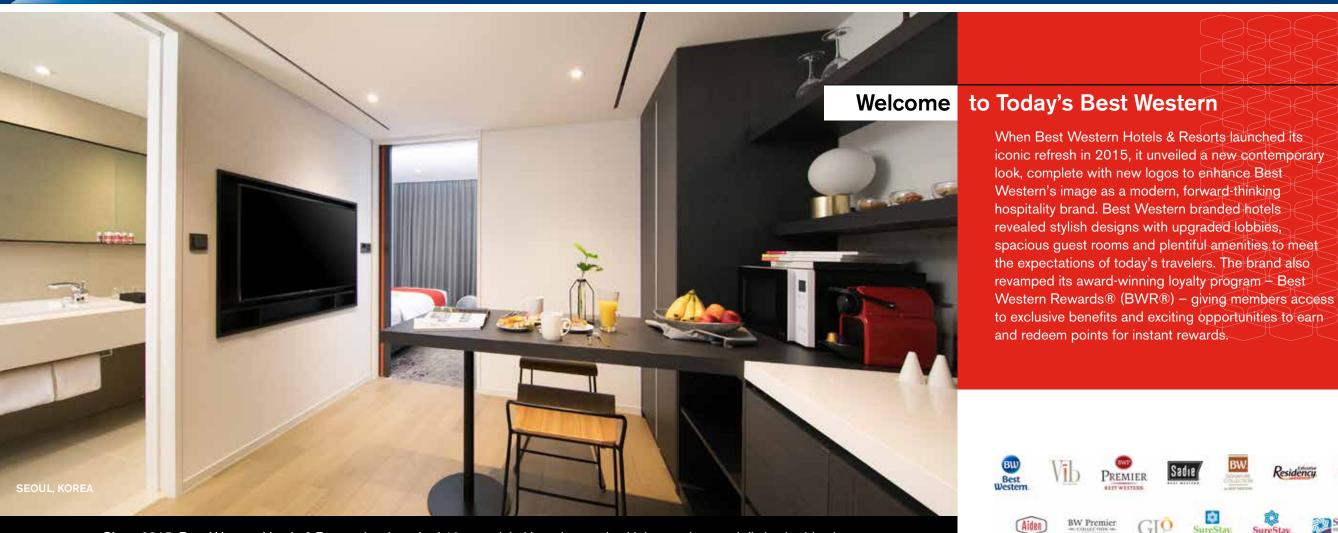
An iconic brand with more than 70 years of exceptional hospitality, Best Western[®] Hotels & Resorts has undergone a transformative brand refresh, giving life to contemporary design, modern amenities and superior accommodations.



Explore a snapshot of today's Best Western with Amy Hulbert, Vice President of Boutique and Upscale Brands.

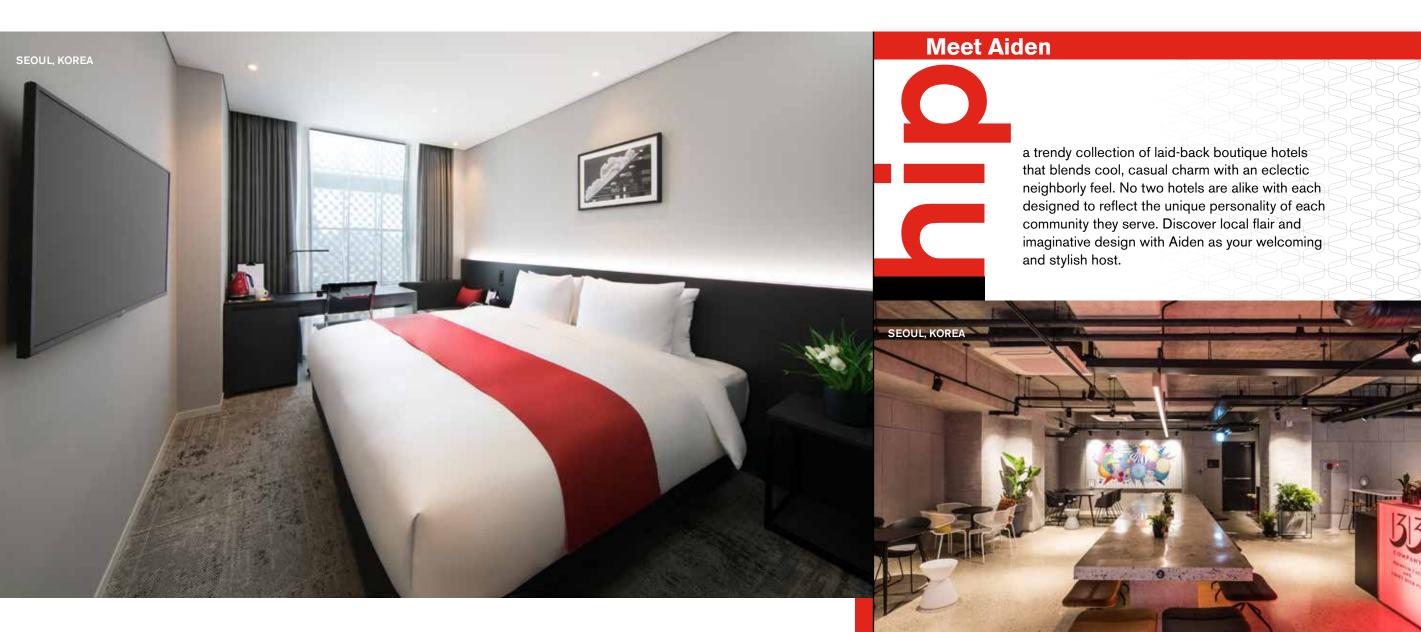


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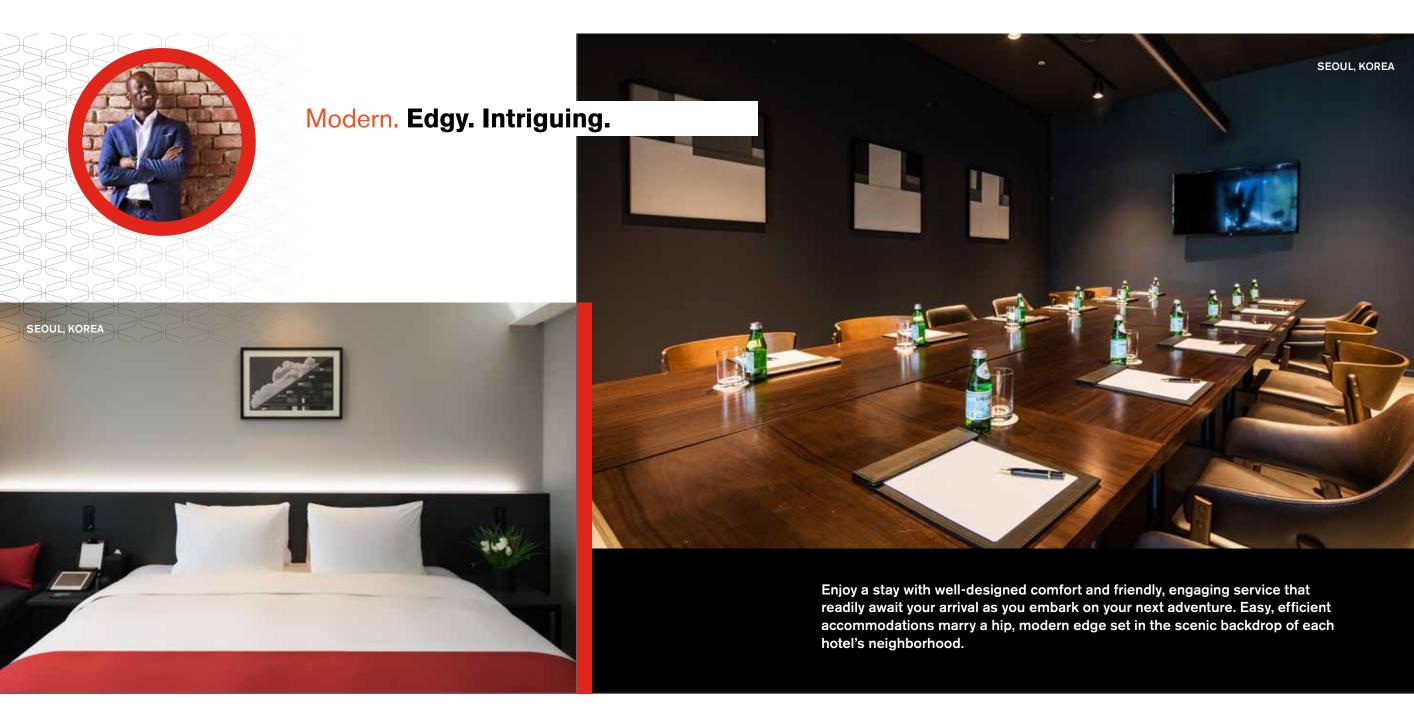


Since 2015, Best Western Hotels & Resorts has launched 10 new global brands – each with its own logo and distinctive identity. Today's Best Western remains a leader in hospitality, with more than 4,200 locations in over 100 countries worldwide.

PAGE 3



Behind the brand: Aidensm





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- Social lobby with cocktail bar
- Coffee bar
- Breakfast
- Fitness center
- Free Wi-Fi, wireless secured printing in the public area
- On-site guest laundry or same-day dry cleaning services
- Smart TV in the guestroom, in-room coffee and tea maker, quality linens and towels

*Amenities and services may vary at individual hotels worldwide. Please check individual hotel listings for a complete list of amenities and services.

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