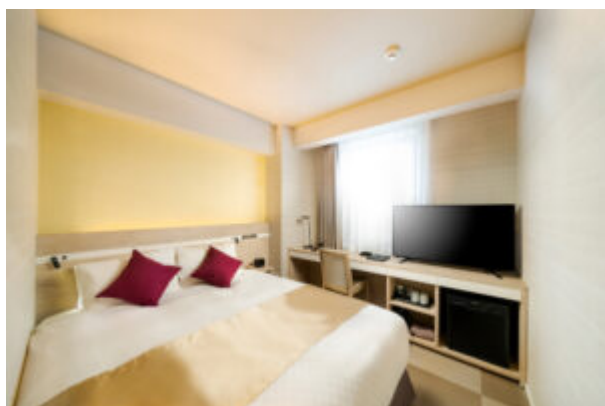
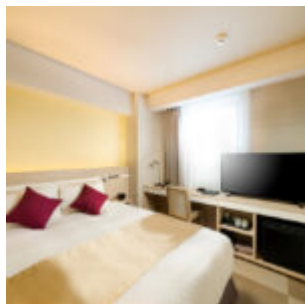


BEST WESTERN® HOTELS & RESORTS EXPANDS IN ASIA WITH A BRAND-NEW MIDSCALE HOTEL IN TOKYO



Best Western® Hotels & Resorts announces the opening of the Best Western Hotel Fino Tokyo Akasaka, located at 3-7-12, Akasaka, Tokyo. The hotel features 87 guest rooms, which include Standard, Superior and Deluxe room options.

Hotel amenities include a laundromat, complimentary WI-FI and an onsite restaurant. The Fino Restaurant serves daily breakfast, along with Asian and Western dishes. Each room is fully equipped with contemporary amenities and modern accommodations, such as a refrigerator and a television. For business travelers, the hotel offers a 24-hour business center.

“Japan is one of the largest and most important Asian markets for Best Western, and we are thrilled to unveil another outstanding hotel in this dynamic country,” said Oliver Berrivin, managing director of international operations for Asia, BWH Hotel Group. “Tokyo is a key destination for travelers. It has great food and enchanting historical and cultural sites that contrast wonderfully with the city’s modern-day delights. We are delighted to continue our strong relationship with Kachikaihatsu Co., Ltd. in Japan, and we look forward to welcoming guests to this exceptional new hotel.”

Located conveniently near Tokyo’s most enchanting parks and gardens, tourist attractions, major corporations and embassies - including the Akasaka-Mitsuke Tokyo Metro Station - the hotel’s location provides guests easy access to the city and its attractions.

Rates start at 12,240 Yen per night. Travelers can contact the property directly for special packages.

The opening of Best Western Hotel Fino Tokyo Akasaka marks the latest step in Best Western’s impressive Japanese expansion strategy. The group now operates 19 properties across Japan, ranging from sleek urban hotels to idyllic beach resorts, convenient airport hotels and more.

Reservations at the Best Western Hotel Fino Tokyo Akasaka may be booked by calling the hotel directly at +81 3-35575-3711 or by calling Best Western Hotels & Resort's 24-hour, toll-free reservations number (800) WESTERN. Reservations are also available from BestWestern's website at BestWestern.com.