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**BEST WESTERN CARLYLE INN RECOGNIZED AS BEST OF THE BEST IN
DESIGN AT HOTEL CHAIN'S ANNUAL NORTH AMERICAN
CONVENTION**

BEVERLY HILLS, CA (October 26, 2009) -- The Best Western Carlyle Inn in West Los Angeles was named Best of the Best in Design at Best Western International's annual North American Convention held recently in Phoenix, Ariz. The hotel was presented with the award in front of more than 2,000 industry peers.

The select honor is bestowed upon the Member property whose design and/or construction project is deemed most impressive by an independent panel of judges, comprised of professional members of the American Society of Interior Designers and the American Institute of Architects.

The Best Western Carlyle Inn is one of only eight hotels out of more than 2,400 properties in the U.S. and Canada to have received this designation.

"The Best of the Best Awards recognize those Best Western hotels that truly demonstrate the highest levels of quality and service," said Bonnie McPeake, chairwoman of Best Western's Board of Directors. "The Best Western Carlyle Inn's design stands out as an example of what is possible with the Best Western brand."

"Pacifica Hotel Company is proud and honored to have received this award," said John Beazley, executive vice president of Pacifica Hotel Company, which owns and operates the Carlyle Inn. "Our in-house design group, headed by Jennifer Miguel and Ron Bryden are focused on creating tasteful renovations that enhance the guest's stay." This is the third Best of the Best Award Pacifica has received. Fireside Inn in Cambria and Blue Sea Lodge in San Diego also received this award.

Located at 1119 South Robertson Boulevard, the Best Western Carlyle Inn features 32 rooms surrounding an open atrium as well as a myriad of amenities including complimentary breakfast and an open-air spa and fitness room. All rooms feature hotel basics like hair dryers, irons and ironing boards. In addition, mini refrigerators, complimentary coffee and coffee makers, and bottled water are available in each room, as is complimentary wireless Internet and a large flat-screen television. Reservations are available at www.carlyle-inn.com

ABOUT PACIFICA HOTEL COMPANY

Pacifica Hotel Company has a proud history of managing high-quality properties in prime California coastal locations and has been consistently listed in the top 10 Hotel Management Companies in the United States by Hotel Business magazine. Every Pacifica Hotel Company property provides abundant guest amenities and skilled management that runs each hotel as their own business. For complete hotel descriptions and reservations, visit www.pacificahotels.com.