



Media Contact: Angela Southard Winther
Winther Communications
(843) 881-4824
AWinther@winthercommunications.com

THE CHATTANOOGAN HOTEL EARNS THE COVETED AAA FOUR DIAMOND AWARD

CHATTANOOGA, Tenn. (November 24, 2008) – Benchmark Hospitality’s The Chattanooga hotel, Tennessee’s Urban Resort, has been awarded the prestigious AAA Four Diamond Rating for the first time since its opening in 2001. The Chattanooga is one of only 15 hotels in the state of Tennessee to receive the honor, and the only full-service hotel in Chattanooga to win the award. Lodgings at this level offer an extensive array of amenities combined with a high degree of hospitality, service, and attention to detail.

“We are honored to be recognized as a AAA Four Diamond establishment,” said Tom Cupo, general manager of The Chattanooga. “At The Chattanooga, we are committed to providing a premier travel experience to all of our guests by consistently exceeding expectations. This award acknowledges the hard work and dedication of our staff.”

The Chattanooga is part of a select group of AAA Four Diamond Award winners. Just 3.9 percent of the more than 31,000 AAA Rated[®] lodgings and 2.8 percent of the 27,000 AAA Rated restaurants were awarded the prestigious AAA Four Diamond designation for 2009.

“AAA Four Diamond Award winners represent an important tier of the hospitality industry, offering guests superior experiences with a high level of hospitality in luxurious surroundings,” said

Michael Petrone, AAA director of Tourism Information Development. “To achieve and maintain this level of service is an amazing accomplishment, and AAA is pleased to honor The Chattanooga.”

The Four Diamond-rated The Chattanooga, a 210,000 square-foot five-story upscale urban resort with 199 guest rooms and suites, has three outstanding restaurants, a 25,000 square-foot conference center with comprehensive meeting planning and audiovisual support services and a spa with four treatment rooms, a steam room, sauna, fitness center, indoor pool, whirlpool and patio overlooking the hotel’s courtyard.

The property is conveniently located within a two-hour drive from Atlanta; Nashville, Tenn.; Knoxville, Tenn.; Huntsville, Ala.; and Birmingham, Ala. It is within walking distance of the city’s museums, galleries, retail stores, restaurants and The Tennessee Aquarium.

The Chattanooga is managed by Benchmark Hospitality International, a leader in the management and marketing of resorts, conference centers, hotels, and Personal Luxury Hotels™. The privately held company, launched in 1980, is a founding member of the International Association of Conference Centers. Benchmark is a worldwide organization operating over 30 properties representing major metropolitan and resort destinations. Benchmark's international headquarters is located in The Woodlands, Texas, near Houston, with regional offices in New Jersey and Connecticut. International offices are located in Tokyo and Santiago, Chile. For locations of properties and additional information, visit www.benchmarkhospitality.com.

The assignment of a AAA rating of One to Five Diamonds marks the completion of a successful annual evaluation. All properties must first meet AAA’s rigorous requirements to become AAA Approved® establishments.

AAA’s Diamond Rating System is the only ratings system that covers all of North America and one of only two that conducts physical, on-site evaluations. It is the only system that uses full-time, professionally trained evaluators to inspect each property on an annual basis using a set of guidelines that are made available to all establishments. AAA evaluates more properties than any other rating entity. Additionally, AAA provides travelers the opportunity to post comments on AAA.com about their experiences at AAA Approved and Diamond Rated establishments. Information about AAA Diamond Ratings and the complete 2009 Four Diamond Award winners list are accessible at AAA.com/Diamonds.

###