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The Colonnade Hotel Named I Prefer™ "Hotel of the Year"

BOSTON – Feb. 25, 2011 – The Colonnade Hotel was awarded Preferred Hotel Group's™ I Prefer™ 'Hotel of the Year,' as a result of the hotel's devotion to becoming a leader in loyalty and rewards programs. The Colonnade Hotel was one of nine hotels recognized by Preferred Hotel Group™ as the best of the best in each of its brands. The winning hotels were selected based upon excellence in customer service, guest satisfaction and the embodiment of Preferred Hotel Group's values. The awards were presented before an audience of 350 international hoteliers at the conclusion of the company's Annual Conference this past January.

"We take great pride in being named Preferred Hotel Group's I Prefer™ 'Hotel of the Year, as we truly believe in the success of the program,' stated Vice President and Managing Director David Colella. "To date we have enrolled over 7,000 members, and our goal is to double this number during 2011."

"All of this year's award recipients are the embodiment of Preferred's 'Standards of Excellence' which is the defining element of our brands," said Lindsey Ueberroth, President, "We applaud their continued commitment to excellence in hotel keeping and their ongoing leadership within the industry."

The I Prefer Guest Benefit Program rewards guest loyalty with meaningful members-only advantages and its members currently number more than X worldwide. Benefits include: priority early check-in/late check-out, room upgrades, complimentary high-speed Internet access and more.

About The Colonnade Hotel

The Colonnade Hotel has provided genuine Bostonian hospitality to residents and visitors for more than 39 years. Situated on Huntington Avenue in the historic Back Bay neighborhood, the hotel is within walking distance of Newbury Street and many of Boston's finest shops, museums, and landmarks including Fenway Park. Amtrak's Back Bay station is a few blocks away, while South Station and Logan airport are quick ten minute cab rides for travelers to the city. The Colonnade is home to the city's only roof top pool, to the award-winning Brasserie JO, and to a host of recently remodeled function rooms and the hotel's grand ballroom, providing the setting for many of the city's memorable business and social events. It is a member of Summit Hotels & Resorts and Concorde Hotels. For more information or to make a reservation,

please call 1 (800) 962-3030 or visit www.colonnadehotel.com .

About Preferred Hotel Group™

Preferred Hotel Group represents more than 800 independent, best-in-class hotels and luxury shared-ownership residences in over 70 countries across a collection of six distinct brands: Preferred Hotels® & Resorts, Preferred Boutique™, Summit Hotels & Resorts™, Sterling Hotels™, Historic Hotels of America® and Preferred Residences™. A family-owned company, Preferred Hotel Group offers independent hotels the global reach required to serve the leisure and business markets, providing its partners with a suite of comprehensive business solutions including global sales, marketing, distribution, technology, and quality assurance. Partner hotels have access to over one million active travel consumers through a global guest loyalty program, I Prefer™, and increased opportunities and exposure to a valuable niche market through Preferred Golf™. For more information, visit us on the web at www.PreferredHotelGroup.com .

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