

For Immediate Release

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**2010 PLATINUM CHOICE AWARD WINNERS CHOSEN**  
One Hundred Hotels Earn Coveted Recognition

Sausalito (October 15, 2010) – *Smart Meetings* magazine, the industry’s premier resource for meeting professionals, today announced the winners of its seventh annual Platinum Choice award. This prestigious award recognizes excellence in service and amenities among meeting facilities in the Western U.S., Canada and Mexico. Out of thousands of qualified properties, only 100 are chosen.

Winners earn this recognition by providing the best in ambience, amenities, facility quality, guest services, meeting space, restaurant and dining facilities, staff attitude, technical support and recreational activities. They’re chosen by our readers, who vote for their favorites over a two-month period, with additional input from our editors and industry experts.

“This year’s winners demonstrated superior effort in a challenging economic environment, which clearly set them apart from their competition in the marketplace,” said Marin Bright, founder and publisher.

The elite group of honorees will be celebrated in the December issue of *Smart Meetings* magazine and on the magazine’s website, smartmeetings.com.

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*Smart Meetings* is published monthly, in print, digitally and online, by Bright Business Media, LLC, a multimedia company based in Sausalito, Calif. BBM also hosts smartmeetings.com, an award-winning, interactive website, and produces The Smart Meeting and The Smart Mart, live events connecting meeting planners and hoteliers.