



Media Alert

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THE PFISTER HOTEL RECEIVES AAA FOUR DIAMOND AWARD FOR 32ND CONSECUTIVE YEAR

Pfister is Longest Running AAA Four Diamond Award Hotel in Wis.

MILWAUKEE, Wis., July 31, 2008—The Pfister Hotel in Milwaukee was again awarded AAA Wisconsin's Four Diamond Award for 2008 at a recent special awards ceremony.

This is the 32nd consecutive year The Pfister Hotel has won AAA's Four Diamond Award, a recognition that is reserved exclusively for establishments that create a remarkable experience for guests. The Pfister Hotel is distinguished as the longest running AAA Four Diamond Award hotel in Wisconsin. Of the nearly 60,000 hotels and restaurants evaluated this year by AAA across North America, The Pfister was among the top 3 percent that earned the Four Diamond rating.

"These elite properties are the true gems of Wisconsin's hospitality industry," said AAA Wisconsin Regional President Tom Frymark. "They know the language of customer satisfaction as they consistently deliver premier experiences, complete with superior personal service, first-class amenities, and impressive surroundings."

The Pfister Hotel has recently undergone a multi-million dollar renovation, continuing the historic tradition of grand elegance, gracious service and impeccable style it began 1893. A member of the prestigious Historic Hotels of America and Preferred Hotels, The Pfister has been named to *Condé Nast Traveler's* Gold List of "World's Best Places to Stay," voted "World's Best Business Hotel," by *Travel + Leisure*, and awarded a Four-Diamond designation by AAA for the past 32 years. The 307-room landmark is located at 424 East Wisconsin Avenue, Milwaukee, Wis. For more information or to make reservations, call 414.273.8222 or toll-free 1.800.558.8222, or visit www.thepfisterhotel.com.

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