

FOR IMMEDIATE RELEASE

Contact:

April Dart, Z2

aprild@z2marketing.com

262-523-3900 x. 29

The Pfister Hotel Ranks Among Top 1% of Hotels in the World

MILWAUKEE – May 10, 2011 – Expedia® has named The Pfister Hotel among the top-ranked hotels on this year’s Expedia Insiders’ Select™ list. The Insiders’ Select list formally recognizes individual hotels worldwide that consistently deliver excellent service, a great overall experience and a notable value. The full list represents only 500 of Expedia’s top-ranked hotels selected from the more than 130,000 properties offered by Expedia®, placing The Pfister among the top one percent.

“Delivering our guests superior service is a top priority at The Pfister,” said Joe Kurth, general manager. “We are pleased that our efforts have been acknowledged by Expedia travelers and we look forward to extending our high level of service to even more guests.”

The Pfister continuously works to improve upon its guest experience with unique initiatives such as its Artist in Residence program, which features a working artist studio inside the hotel. Its expansive collection of Victorian art is another distinctive element that helps elevate the guest experience.

The 2011 Expedia Insiders’ Select™ list is compiled based on the more than 500,000 annual Guest Reviews collected by Expedia, combined with a value rating and the local market expertise of more than 500 Expedia employees in local markets worldwide, resulting in an easy-to-browse list that provides travelers with a powerful way to find the perfect hotel using the trusted insight of other travelers like them.

The Pfister Hotel has received AAA Four Diamond status for 35 consecutive years and is one of Wisconsin’s six lodging properties that received AAA’s highest Diamond Award ratings for 2011. Additionally, it is one of only 14 hotels in the nation that has received this designation since the inception of the award program in 1977. The Pfister Hotel is located at 424 E. Wisconsin Ave. in downtown Milwaukee. More information and updates on the hotel can also be found on Facebook at www.facebook.com/thePfisterHotel and on Twitter @PfisterHotel.

#