

BEST WESTERN HACIENDA HOTEL-OLD TOWN KICKS OFF 60<sup>TH</sup>  
ANNIVERSARY  
CELEBRATION WITH 1946 ROOM RATE PROMOTION  
Hacienda Hotel Turns Back the Clock on March 29,  
Offering Guests Chance to Pay Only \$5.40 for  
Accommodations

Old Town, San Diego, California (March 1, 2006) -- As a Member of the Best Western International family, the Best Western Hacienda Hotel-Old Town will launch its year-long 60<sup>th</sup> Anniversary celebration with a one-night promotion in March offering guests the chance to stay at the original 1946 room rate.

On Wednesday, March 29 only, one lucky guest at the Best Western Hacienda Hotel-Old Town will find a commemorative 60<sup>th</sup> Anniversary Card under his/her pillow, providing the individual with a special \$5.40 room rate - the approximate value of overnight accommodations six decades ago, when the company got its start. The hotel will place a single collectible card in just one guest room. On March 30, the winner will wake up to a bill totaling less than today's average hotel room tax.

"Best Western's past, present and future is grounded in our commitment to providing quality customer care," said Luis Barrios, General Manager for Best Western Hacienda Hotel-Old Town. "As we observe our 60th Anniversary, we look forward to bringing a variety of unique programs to our guests throughout the year, beginning with this special room rate promotion."

The Best Western Hacienda Hotel-Old Town is located at 4041 Harney Street in San Diego, California. This 197-room hotel offers a heated swimming pool, therapy whirlpool, fitness room, Acapulco Restaurant & Cantina, room service and free airport shuttle service. For reservations, contact the Best Western Hacienda Hotel-Old Town directly at (619) 298-4707.