



Best Western Brings the Gift of Travel to Raley's Stores

PHOENIX, Nov. 30, 2007— Best Western International announced today that it is expanding the retail presence of its popular gift card to Raley's supermarkets – just in time for holiday shopping. Through an agreement with InComm, a leading technology provider and distributor of prepaid products, the \$50 Best Western Travel Card is now being sold at 144 Raley's stores in California and Nevada.

A recent survey by Comdata Corporation found that a growing number of consumers are enjoying the one-stop shopping convenience of gift card malls, which are centralized locations in outlets like drug and grocery stores that offer cards from a variety of major retailers. This year, 27 percent of consumers made a purchase from a gift card mall – a five percent increase over 2006. And this holiday season, the average gift card purchaser will spend \$203 on gift cards, an increase of \$17 over last year's holiday season.

“Offering the Best Western Travel Card at Raley's puts it right where today's busy consumers need it: at the grocery store,” said Dorothy Dowling, senior vice president of marketing and sales for Best Western International. “The Travel Card is a great gift for friends or family members who love to travel, or a quick and easy way to manage hotel expenses while traveling for work.”

Raley's joins Wal-Mart, Walgreens and CVS/pharmacy in carrying the card. Since fall 2006, it has also been available at Shoppers Drug Mart and Pharmaprix stores throughout Canada.

The Best Western Travel Card can be used to pay for accommodations and related incidentals at 4,200 Best Western hotels worldwide. The card is offered at Best Western member hotels, online at www.travelcard.bestwestern.com or by calling Best Western Travel Card Customer Care at 1-877-CARD-2TVL (227-3288) in the United States, Canada, Mexico and the Caribbean. Available in U.S. dollars, Canadian dollars and euros, and other currencies, the card can be purchased denominations between \$25 and \$1,000 U.S./euro (or equivalent).

About Best Western International

Best Western International is THE WORLD'S LARGEST HOTEL CHAIN®, providing marketing, reservations and operational support to 4,200* independently owned and operated member hotels in 80* countries and territories worldwide. Founded in 1946, this iconic brand is host to approximately 400,000 worldwide guests each night. A pioneer within the industry, Best Western is recognized for its distinctive business model and diverse hotel portfolio. The company continues to innovate and enhance both the business and leisure travel experience. Since 2004, Best Western has served as the Official Hotel of NASCAR®. For more information or to make a reservation, please visit www.bestwestern.com.



About InComm

InComm is the industry leading marketer, distributor and technology innovator of stored-value gift and prepaid products using its state-of-the-art point-of-sale transaction technology and payment solutions to revolutionize retail product sales and customer experiences. With more than \$5 billion in retail sales transactions processed in 2006, InComm is the nation's largest provider of gift cards, prepaid wireless products, financial debit cards, digital music downloads, content, games, software and bill payment solutions. InComm partners with consumer brand leaders around the world to provide more than 145,000 retail locations the products and services their customers demand. Since 1992, InComm's patented technologies have made the buying process easier for consumers while streamlining the selling process for product and retail partners. To learn more about InComm, visit www.incomm.com or call 1.800.352.3084. InComm is headquartered in Atlanta with offices in Australia, Canada, the United Kingdom, Puerto Rico, Colorado, Texas, Florida, New Jersey, Oregon, Arkansas, Alabama, Minnesota and Mississippi.

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