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THE WESTIN BOOK CADILLAC DETROIT RECEIVES AAA FOUR-DIAMOND RATING

DETROIT, MI – August 13, 2010 – The Westin Book Cadillac Detroit has been awarded AAA's prestigious Four-Diamond rating for hospitality industry excellence. The 453-room luxury hotel opened in 2008 following a \$200 million redevelopment of the historic hotel that originally opened in 1924. The Book joins 14 other AAA Four-Diamond hotels in Michigan including its sister properties in Southfield and at Detroit's Metro Airport.

"We are pleased and honored to be awarded the AAA Four-Diamond distinction," said Westin Book Cadillac General Manager Tim Freisen. "We are most proud of our associates who make a standard of excellence their priority every day." The Book has been recognized by several organizations including awards this year for best hotel by *Hour Detroit*, *Michigan Meeting & Events*, and *Meetings Mid-America* publications.

The AAA Four Diamond rating is assigned to lodgings that feature upscale accommodations and offer an extensive array of amenities combined with a high degree of hospitality, service and attention to detail. AAA inspectors evaluate and rate more than 58,000 lodgings and restaurants. Individually, they conduct more than 1,100 property evaluations per year. AAA's Diamond rating system is the only ratings system that covers all of North America and is one of only two that conducts physical, on-site evaluations.

In 2010, a total of 1,267 hotels and 749 restaurants throughout the United States, Canada, Mexico and the Caribbean received the AAA Four Diamond Award. AAA Four-Diamond hotels and restaurants represent just 3.5 percent of the 58,000 AAA Approved and Diamond rated properties. For more information on the AAA Diamond rating process, visit: AAA.com/Diamonds.

The Westin Book Cadillac Detroit is located at 1414 Washington Blvd., Detroit, MI 48226. For more information go to www.bookcadillacwestin.com, or call 313-442-1600.

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