

For PR Newswire

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**DETROIT METRO HOTEL HONORED FOR
SUPERIOR QUALITY & CUSTOMER SATISFACTION**

Auburn Hills, MI (October 6, 2008)–

Intercontinental Hotels Group has awarded the Crowne Plaza Auburn Hills its highest honor for quality and service, the Torchbearer Award for 2008. The hotel, led by General Manager, Chuck DeSantis was recognized for the foundation of hospitality and service excellence they provided in 2008. Asked the factors which distinguish his hotel from his peers, DeSantis states, “continued focus on three core fundamentals,” the 11 year veteran of the hotel adds “happy professional team members who demonstrate aggressive friendliness, a clean crisp property where everything works and guests & team members receive all they expect...plus a little bit more; were key factors in the recognition we’ve received.”

“We are pleased to include the Crowne Plaza Auburn Hills among this year’s Torchbearer Award winners,” said Gina LaBarre, Vice President, Brand Management Crowne Plaza. “The Crowne Plaza Auburn Hills ranks among the best hotels in the Crowne Plaza portfolio and this honor can only be attributed to the hotel’s dedicated staff and the BF Saul ownership group. Both work hard to maintain the brand’s high standard of excellence and exceed guest expectations.”

The Torchbearer is presented annually to hotels achieve the highest levels of excellence in all aspects of operations, from quality to customer satisfaction over 12 consecutive months. DeSantis adds, “I am proud of every member of our Team and consider their exceptional sense of urgency key to our ongoing success. I look forward to continuing to present these fine individuals to all of our guests.”

The hotel serves business and leisure travelers visiting the Detroit-Metro area; is located near the Palace of Auburn Hills, several Fortune 500 companies and many attractions and premier shopping venues. Accommodating meetings and events of all types for up to 200 guests, the hotel boasts 190-modern guestrooms, O’Malley’s Irish Tavern, upscale fitness center complete with newly renovated indoor swimming facility with hot tub and European Dry Sauna.

To book your successful next meeting, event or overnight accommodations visit www.cpauburnhills.com, e-mail info@cpauburnhills.com or call (248) 373-4550.

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