

## ICONIC STRATOSPHERE AND AQUARIUS HOTELS JOIN BEST WESTERN® HOTELS & RESORTS

*Deal represents largest in Best Western's history  
with more than 4,500 rooms*

**PHOENIX, Ariz. – (July 4, 2017)** – Best Western Hotels & Resorts today announced that the Stratosphere Casino, Hotel and Tower and the Aquarius Casino Resort – each owned by American Casino and Entertainment Properties (ACEP) – will join Best Western's rapidly expanding soft brand, BW Premier Collection® launched in late 2015. Bringing these world-renowned properties into the Best Western portfolio represents the largest deal in Best Western's 70 year history.

"It's a very exciting day for Best Western Hotels & Resorts as we will now offer two new and thrilling travel destinations for our guests," said Ron Pohl, senior vice president and COO of Best Western Hotels & Resorts. "Whether you're looking for exhilarating sights and gaming options, world-class dining and entertainment at your fingertips or just an unforgettable guest stay, these hotels provide it all. In addition, this fantastic partnership will allow travelers visiting these landmark properties to take advantage of our award-winning Best Western Rewards® loyalty program, one of the richest loyalty programs in the industry."

"We were searching for the right soft brand to align with and it was immediately clear that Best Western Hotels & Resorts shares our commitment to delivering a unique and exceptional travel experience at a great value," said Frank Riolo, CEO, ACEP. "Not only that, we will have access to Best Western's second-to-none brand support, online platforms and loyalty program, while our properties maintain their iconic identities in both Las Vegas and Laughlin."

Opened in 1996, the Stratosphere serves as the tallest structure in Vegas, rising 1,149 feet above the ground and including the world-famous observation deck, which provides sweeping 360-degree views of the Vegas strip and surrounding areas. The tallest observation tower in the United States, the Stratosphere encompasses a 24-hour casino with a newly-remodeled Race & Sportsbook, casual and upscale dining options – including the Top of the World restaurant – lounges, live music and entertainment, two rooftop pools and the Tower Shops. Guests looking for thrills can leap 855 feet from Las Vegas' Sky Jump – which holds the Guinness World Record for highest controlled descent. Other thrilling tower rides include the Big Shot! Insanity and X-Scream.

Aquarius Casino Resort is the largest, most feature rich gaming resort in Laughlin, Nevada providing 1,906 rooms and suites and a 57,000-square-foot casino offering 1,250 state-of-the-art slot machines, the widest variety of popular table games, and a modern race and sportsbook. The Aquarius Casino Resort offers multiple amenities including restaurants to serve every taste from fine dining to casual dining.

Nijverheidsweg-Noord 74C NL-3812 PM Amersfoort The Netherlands  
T. +31 (0)33 469 7070 [www.bestwestern.nl](http://www.bestwestern.nl) [www.bestwestern.be](http://www.bestwestern.be)  
ING IBAN: NL48INGB 0006764705 KvK: 67980767 Utrecht VAT: NL 8545.77.555.B01

**Wherever Life Takes You, Best Western Is There.®**

Each Best Western® branded hotel is independently owned and operated.



The Stratosphere recently won 22 Best of Las Vegas Awards in the most recent *Las Vegas Review Journal* readers' poll – the most of any Las Vegas Strip casino hotel property. Among the awards were Best View, Best Attraction and Best Fine Dining. Aquarius is the winner of eleven Best Of Awards from the *Mojave Valley Daily News* and 19 Best Awards from the Laughlin Buzz in 2017.

For more information on Best Western Hotels & Resorts, please visit [www.bestwestern.com](http://www.bestwestern.com).

For more information on Stratosphere and Aquarius or to book, please visit [www.Stratospherehotel.Com](http://www.Stratospherehotel.Com) and [www.Aquariuscasinoresort.Com](http://www.Aquariuscasinoresort.Com), respectively.

**About Best Western Hotels & Resorts:**

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of 4,100<sup>+</sup> hotels in more than 100<sup>+</sup> countries and territories worldwide. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: Best Western<sup>®</sup>, Best Western Plus<sup>®</sup>, Best Western Premier<sup>®</sup>, Executive Residency by Best Western<sup>®</sup>, Vīb<sup>®</sup>, BW Premier Collection<sup>®</sup>, and GLō<sup>®</sup>. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. Best Western continues to set industry records regarding awards and accolades, including nearly sixty percent of the brand's North American hotels earning a TripAdvisor<sup>®</sup> Certificate of Excellence award in 2016, Business Travel News<sup>®</sup> ranking Best Western Plus and Best Western in the top three upper-mid-price and mid-price hotel brands for three years in a row, and Best Western receiving five consecutive Dynatrace<sup>®</sup> Best of the Web gold awards for best hotel website. Best Western has also won eight consecutive AAA<sup>®</sup>/CAA<sup>®</sup> Lodging Partner of the Year awards, recognizing the brand's commitment to providing exceptional service and great value to AAA's 56 million members in the U.S. and Canada. Nearly 30 million travelers are members of the brand's award-winning loyalty program Best Western Rewards<sup>®</sup>, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. Best Western's partnerships with AAA/CAA and Harley-Davidson<sup>®</sup> provide travelers with exciting ways to interact with the brand. Through its partnership with Google<sup>®</sup> Street View, Best Western is the first major company of its size and scale to launch a virtual reality experience for customers, setting a new industry standard and reinventing how guests view hotels.

**About Stratosphere Casino, Hotel & Tower:**

Stratosphere Casino, Hotel & Tower is a Las Vegas Strip resort with an 80,000-square-foot casino. The 1,149-foot Stratosphere Tower is the tallest freestanding observation tower in the United States, featuring the Top of the World restaurant and highest view of the Las Vegas Strip from the Observation Deck as well as SkyJump Las Vegas and thrill rides Big Shot, X-Scream and Insanity. Known as a great value to gamblers, Stratosphere is located close to the Convention Center at the gateway to downtown Las Vegas. It features 2,427 guest



rooms and suites, uniquely themed restaurants, the Tower shops, MJ *LIVE*, the world's most successful Michael Jackson tribute show, The World's Greatest Rock Show, and L.A. Comedy Club, showcasing the hottest up-and-coming stand-up comics. Additionally, Stratosphere's ace | PLAY™ program allows players to enjoy awards, comps and exclusives based on their loyalty to American Casino & Entertainment's four properties: Stratosphere Casino, Hotel & Tower on the Las Vegas Strip, Aquarius Casino Resort in Laughlin, Nevada, and two Arizona Charlie's locations in Las Vegas. For more information, visit [StratosphereHotel.com](http://StratosphereHotel.com), call 702-380-7777 or 800-99-TOWER (998-6937).