



For Immediate Release:

PGA OF BRITISH COLUMBIA SIGNS A CORPORATE PARTNERSHIP WITH VANCOUVER-BASED COAST HOTELS & RESORTS

Partnership to position Coast Hotels & Resorts as the 'Official Hotel Chain' of the Association

Surrey, B.C. (April 20th, 2007) -The Professional Golfers' Association of British Columbia is pleased to announce a corporate partnership with Coast Hotels & Resorts of Vancouver, BC, positioning the company as the 'Official Hotel Chain' for the Association.

PGA of BC members will have access to corporate pricing through a group code when booking on the 1-800 hotel reservation line or at www.coasthotels.com. Simplicity and ease of booking will be top priorities for both Coast Hotels and the PGA of British Columbia in ensuring that members are able to utilize the booking code, and access corporate pricing in a timely and efficient manner.

"We are thrilled to provide our members with preferred access to Coast Hotels & Resorts when making accommodation arrangements for their 2007 tournament playing schedule, vacations or business related travel in the Pacific Northwest," noted PGA of BC Executive Director Brian Butters. "It was important to align ourselves with a hotel chain that provided the absolute best coverage for our members, combined with the high level of customer service that Coast Hotels & Resorts is known for in this region," he added.

Coast Hotels & Resorts provide unmatched value, convenience, and coverage with over 40 locations in western North America, including British Columbia, Alberta, the Northwest Territories, Washington, Oregon, California, Idaho and Hawaii. The hotel chain has been a big supporter of BC's golf community through its annual "golf getaway" packages.

This year will see Coast Hotels & Resorts positioned as the 'Official Hotel' for tournament participants at many Association events, including the: PGA of BC Pro-Executive Championship at the Okanagan Golf Club (Coast Capri Hotel Kelowna); PGA of BC Tournament of Champions at Victoria Golf Club (Coast Victoria Harbourside Hotel & Marina) and the PGA of BC Championship at Rivershore Golf Links (Coast Canadian Inn Kamloops).

"Coast Hotels & Resorts is honoured to be associated with a prestigious organization like the Professional Golfers' Association of British Columbia," said Graeme Barrit, President of Coast Hotels & Resorts. "The hotel chain has a proud tradition of catering to golfers. Our numerous locations throughout the Pacific Northwest provides traveling golfers with quality accommodation close to the region's best golf courses."

PGA of BC Members can access more information on the Coast Corporate group booking code within the members' section of www.pgabc.org under 'benefits'.

For further information, please contact:

Michael Galasso
Director of Business Development
PGA of British Columbia
604.961.9848 or michael@bcpga.org

Sherry Baumgardner
Director of Marketing
Coast Hotels & Resorts
604.642.4105 or sherry.baumgardner@coasthotels.com

