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FOR IMMEDIATE RELEASE

Crowne Plaza Phoenix Hotel Unveils New Website

Site to Attract Travelers Seeking Hotels in Phoenix, AZ

PHOENIX, AZ, October 2008 – Crowne Plaza Phoenix, a leader of [North Phoenix, Arizona hotels](#), is pleased to announce the recent launch of their newly-redesigned independent website. The site was developed by Worldwide Revenue Solutions (WRS), a hospitality Internet marketing company in Dallas, Texas.

Designed to attract customers as well as search engines, the site captures the essence of this Phoenix hotel with crisp, eye-catching imagery complemented by compelling, search engine-optimized content within a clean, user-friendly layout. The website was constructed to expand the hotel's online presence in the search engines while converting more site visits into bookings.

"Since signing on with WRS, we have increased our independent website bookings by 15% in the first two weeks and our website position in the search engines has seen significant growth," said Kelley Camp, Director of Sales and Marketing. "I finally feel there is someone working for us and with us to help us achieve our future revenue goals."

Crowne Plaza Phoenix is a full-service Phoenix, Arizona hotel, just minutes from downtown and Phoenix Sky Harbor International Airport. For more information and to view the new website, visit: <http://www.cpphoenix.com/>.

About Crowne Plaza Phoenix:

Crowne Plaza Phoenix sets an elevated standard for comfort and service among Phoenix, Arizona hotels. Ideal for family vacations, business, romantic getaways and group travel, this North Phoenix hotel on the bustling I-17 corridor offers immediate access to the city's top attractions and businesses. Guest features of this full-service Phoenix hotel include: 248 amply-appointed guest rooms and suites with complimentary high-speed Internet access, a complimentary area shuttle within 5 miles, 22,900 square feet of indoor and outdoor event space, two on-site dining options, indoor and outdoor swimming pools, a business center and a fitness center. For more information, call 1-602-943-2341 or visit <http://www.cpphoenix.com/>.

About Worldwide Revenue Solutions:

Worldwide Revenue Solutions (WRS) is a search engine optimization (SEO) company in Dallas, Texas, founded by Aziz and Linda Ghaffari. WRS is a privately-owned hospitality Internet marketing company developed as an online marketing partner for hotels to optimize revenue from Internet and brand resources. WRS offers over 50 years of combined hospitality industry experience, dedicated to search engine optimization, social networking, search engine and tactical online marketing, content research and writing, website design and development, as well as Customer Relationship Management (CRM) execution. For more information on WRS and its services, call 972-424-2200, e-mail info@wrsol.com or visit our website at <http://www.wrsol.com/>.