

NEWS RELEASE

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NFL Travel Directors Name Radisson Paper Valley Hotel Most Valuable Property

Downtown Appleton Hotel Singled Out for “Impeccable Service”

APPLETON, WIS. (For Release, June 17, 2009) – The National Football League’s well-known MVP Award – given to its most valuable player each year – is one of the most coveted recognitions in all of sports. Recently, the Radisson Paper Valley Hotel in downtown Appleton received its own MVP Award from the league’s 32 clubs, having been honored as the Most Valuable Property among hotels that regularly host visiting teams each year during the NFL’s schedule.

The Radisson Paper Valley is only the second hotel to win the award, which was given by NFL Travel Directors for the first time a year ago. The Radisson Paper Valley Hotel’s distinction was given in recognition for outstanding performance during the 2008 season as well as for its cumulative years of exemplary service to visiting teams who play the Green Bay Packers.

Travel Directors from the 32 NFL clubs voted on the hotel in which they believe provided outstanding service to teams during the 2008 season. Tracy Leinen of the Philadelphia Eagles, who chairs the travel directors group, made the announcement.

“The Radisson Paper Valley is the primary hotel when traveling to play the Green Bay Packers, however Jay Schumerth and his sales team do not take this for granted and work diligently each year to secure reasonable contracts and impeccable service,” said Leinen in making the announcement at a group meeting in Baltimore.

A travel director with the Atlanta Falcons, a team that has stayed at the Radisson Paper Valley Hotel five times since 2001, summarized the hotel’s honor by noting, “From top to bottom, the Radisson Paper Valley is one of the most operationally and logistically sound

(more)

Radisson Paper Valley Wins NFL's Most Valuable Property Award/Page 2

properties in the NFL. The staff is as good as you will find in the country and they embody customer service. Whenever Green Bay pops up on our schedule, I rest easy knowing the Radisson will take good care of us.”

The hotel will receive its award, a crystal trophy, early in the upcoming season.

“We see this tremendous recognition as another feather in our collective Fox Cities cap,” said Jay Schumerth, senior general manager for the hotel. “This award is not only a great reflection of our staff’s attention to the customer, our focus on security, and our true commitment to excellence, but also of Downtown Appleton’s and the region’s coordinated efforts and overall welcoming nature.”

The Radisson Paper Valley Hotel has been hosting teams from the NFL since the late 1980s. In July 2000, Schumerth said the hotel opened Vince Lombardi’s Steakhouse and it quickly became a favorite of NFL personnel. “Vince Lombardi’s Steakhouse has become a huge hit with the National Football League teams,” Schumerth said. “Owners, coaches and players alike find Lombardi’s to rival any steakhouse at any stop and regularly comment that it is an exceptional amenity to their stay.”

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