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### NEWS RELEASE

#### **Comfort Inns and Suites in Tifton, GA receives TripAdvisor.com's top ranking in Popularity Index**

Since opening in 2008, Comfort Inns and Suites – Tifton has been “hot”. This four storey hotel on I-75 was recognized by ICF Builder as an Award Winning Heavy Commercial Insulating Concrete Form (ICF) project.



JL Williams Investment Group's new hotel received additional accolades recently as Trip Advisor, an online media network that attracts nearly 32 million monthly visitors, awarded the first IntegraSpec ICF Comfort Inns and Suites a “Number One” ranking of seventeen hotels in Tifton. This rating measures overall traveler satisfaction based on ratings, reviews, and other sources. Further, this hotel has been awarded “Platinum” status by Choice Hotels International. Hotels that achieve the prestigious Platinum Award represent the top three percent of hotels. The awards are based on a ranking system that measures guest satisfaction, product quality, room condition, cleanliness, and staff service. These properties have a proven track record of providing exceptional guest service and facilities.

If reviews at the Trip Advisor website are any indication, new guests have rewarding experiences ahead of them. A recurring theme is the Peace And Quiet travellers enjoy, despite the close proximity of I-75, one of America's busiest interstates. One Trip Advisor member stated, “We stayed at this hotel after reading the glowing reviews on this site. It lived up to and exceeded these reviews. We were given the kind of room we wanted. It was very clean and Very quiet. We need the quiet as my husband has severe sleep problems. Due to many bad experiences he dreads staying in hotels. All he can say about our experience is that this is how a hotel should be. He called it marvellous and a jewel, even quieter than home....We plan to stay here every time we go to or from Florida in the future.”

The exterior and interior walls of the building, constructed with IntegraSpec ICF and concrete / steel composite floors, has a room to room Sound Transmission Class (STC) rating greater than 50! With total sound isolation for each room, a quiet night's rest is assured. However; the key benefit, safety, is probably the largest benefit. With three hour room to room fire ratings, the opportunity for fire to spread is very low. Natural disaster resistance is increased dramatically, providing much greater protection from high winds, and associated projectiles.



In addition to the awards and accolades, one must not overlook the amazing energy efficiency enjoyed by the hotel owners, the JL Williams Investment Group.