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FOR IMMEDIATE RELEASE:

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**Bishop's Lodge receives coveted Platinum Award
From Smart Meetings Magazine**

Santa Fe, NM – Bishop's Lodge Resort & Spa has captured the coveted Platinum Choice Award for 2006.

Only three other New Mexico properties were among the 100 winners named from the 300 nominations for the 13 western United States, Canada and Mexico.

Smart Meetings Magazine hosts the awards annually and The Platinum Choice Awards are presented to select properties in the western region which have demonstrated a high level of on-going, overall excellence and high standards in service, amenities and overall meeting accommodations.

"We're honored and pleased that the meetings industry is recognizing the quality and service we provide at Bishop's Lodge," said General Manager Rick Galligan.

Winners will be honored in the December Issue of Smart Meetings Magazine. The awards are reader-selected. The magazine's circulation is more than 30,000.

"The quality of the winning properties is so remarkable," says Smart Meetings Editor Carla Howard. "I think there's a greater appreciation for the meeting planner as a market, and more responsiveness."

Marin Bright, publisher and founder of Smart Meetings, said of the award in a recent press release, "Our readers got to honor the properties that they felt went the extra mile for their meeting."

Criteria for the nominations include amenities, facility quality, guest services, meeting space, staff, restaurant facilities, activities, and overall guest experience.

The December issue of Smart Meetings is available through the website at smartmtgs.com.

The Bishop's Lodge Ranch Resort & Spa is a classic, historic destination resort minutes from downtown Santa Fe. Meeting spaces include four conference rooms totaling 8,000 square feet, fully wired with high-speed Internet access. Outdoor spaces are available for receptions and activities. Business support services are available, as well as catering and culinary planners.

Ranked by **Travel & Leisure** magazine as one of America's premier retreats, the Bishop's Lodge Resort & Spa offers resort-style family vacations, weddings, and conference facilities. It has also been featured in the publication "100 Best family resorts in North America."

The Bishop's Lodge Ranch Resort & Spa offers gracious accommodations, revitalizing spa treatments, a variety of recreational and children's activities, and sumptuous fine dining with panoramic views. Resort activities include horseback riding, skeet and trap shooting, hiking, fitness classes, tennis, a hot tub, and workout facility.

Bishop's Lodge Ranch Resort & Spa is managed by Prism Hotels whose clients also include Marriott, Hilton, Radisson, Embassy Suites, and Holiday Inn. To make a resort or spa reservation, call 800-732-2240 or visit www.bishopslodge.com.

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