



AFFINIA CHICAGO

AFFINIA CHICAGO BOASTS A BRAND NEW LOOK THIS APRIL

Chicago, IL (May 2008) – Affinia Hotels, a collection of distinctive hotels, celebrates the completion of **Affinia Chicago**. The property combines a centrally-located, downtown address with the plush accommodations of a lifestyle hotel. Upon completion of the renovation, the property will showcase 215 spacious guest rooms, 3,000 square feet of meeting space and a year-round rooftop lounge which features an outdoor terrace open during the summer months, where guests can relax, work, socialize or host a private event.

Affinia Hotels are designed to provide customized comfort and experiences for business and leisure travelers, such as fitness, wellness, tranquility and location. Each Affinia property offers a custom-designed Affinia bed with a six-choice pillow menu, experiential amenity kits, Jet Set Pets, high-speed Internet access and WIFI, a complete smoke-free environment, as well as seasonal programs and packages for families and groups. With multiple locations in New York, Chicago and Washington, D.C., the brand is primed for continued growth in major cities around the U.S.

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In keeping with the Affinia-branded promise to provide customized experiences for guests at each hotel, such as fitness, tranquility or location, The Affinia Chicago features the newest *cityscape* experience. The hotel's specialized *cityscape* focus, offers guests an exclusive escape from the city while providing insiders access to all Chicago has to offer.

"We hope that our prime location and unique services will help our guests experience Chicago like a local." said Tom Brady, General Manager of Affinia Chicago. "We are eager to launch our brand in a new city, while maintaining the high level of service that our guests have come to rely on at Affinia Hotels."

Affinia also offers the *cityscape* experience in Washington D.C. and New York City will follow. Each hotel will offer rooftop terraces and destination restaurants.

Unique services offered by the hotel include:

- Staff's Top Picks lists which provides visitors with where-to-go and what-to-do advice from a team of local culture experts
- Handheld GPS devices to provide guests with the ultimate navigation tool for foot travels throughout the city
- A rotating library where guests can exchange their book with one from Affinia's library of Best Sellers and Associate Top-Picks

CUSTOMIZED COMFORTS OF AFFINIA HOTELS

All Affinia Hotels offer a number of personalized amenities devised to meet the needs of each guest, including:

- A six-choice pillow menu, allowing guests to select their preferred pillow choice for best launching into their world of dreams
- The signature "Affinia Bed" covered with a down comforter wrapped in luxurious triple sheeting
- A signature welcome drink offered to guests at check-in
- Affinia signature "experience kits" which are available for guests to use during their stay or purchase if they would like to take it home
 - BYOB Kit - includes a guide to Chicago's Bring Your Own Bottle restaurants, a neoprene wine carrier, a picnic blanket and discounts to local wine vendors
 - Fit Kit - includes yoga, pilates and boot camp DVDs, yoga mat and block, stretch bands and jump rope



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- Walking Tour Kit - includes a pedometer, iPod Shuffle, Chicago City Walk deck of cards, city map and city guide book
- The Jet Set Pet program designed to make the furry members of the family feel right at home
- The Affinia Travel Smart Program which allows guests to relieve the everyday stresses of travel by providing services and amenities such as:
 - 24/7 Technology Butler powered by I-Go chargers and adapters delivered to guest rooms
 - Luggage Free- luggage shipping service
 - Airline Restriction Relief- expanded selection of toiletries
 - Print and Sprint- complimentary printing of boarding passes
 - Paperless Checkout – hotel folio emailed to you after your stay
- SPAffinia which offers a selection of in-room spa treatments from massages and facials to manicures and pedicures, to help guests relax

THE GUEST ROOMS

Affinia Chicago has a total of 215 guest rooms and suites featuring a bi-level entry and combines an eclectic collection of upholstery, artwork and accessories to create an intimate, residential feeling. All pieces were custom designed for the Affinia Chicago and include signature photography and silk screen prints of Chicago landmarks, a bamboo-esque metal table and a classically designed camel back armchair with silver cotton twill upholstery.

Large executive desks and ergonomic chairs allow business travelers to spread out and work while on the road. Affinia Hotels caters to a sophisticated traveler by combining modern business amenities with the comforts of home.

THE RESTAURANT AND ROOFTOP LOUNGE

The Affinia Chicago has partnered with Townhouse Restaurant Group and Executive Chef Marcus Samuelsson to open C-House, a Seafood and Chophouse located on the street level of the hotel. The restaurateurs will oversee all food and beverage operations at the Affinia Chicago, including room service and banquets as well as catering for C-View, the rooftop lounge.

C-View is the ultimate rooftop lounge complimenting C-House. Guests and locals can enjoy dramatic views of the city of Chicago in the cozy indoor section surrounded by windows with unencumbered views, 29 stories above the buzz. Featuring a simple décor in natural earth tones, Wenge flooring and a hint of chrome, a full bar and a refreshing snippet of Marcus Samuelsson's favorites from the contemporary seafood menu. The outdoor terrace features an exterior garden, a "living wall" of lush greenery and flowers and a continuation of complimentary wood flooring and of course the open air.

"OFF THE BEATEN PATH" NEIGHBORHOOD PACKAGE

Affinia Chicago is affording their guests the opportunity to explore three Chicago neighborhoods filled with local flavor that go undiscovered by most visitors – Southport, Wicker Park/Bucktown or the West Loop.

Southport is local Chicago at its best – there is a fun stop around every corner making it a great destination for visitors of any age. From landscape staples like the original Music Box Theatre, to hip local hangouts like Southport Lanes (bowling, billiards and a bar!), and beautiful parks, there is something for everything. The **West Loop** is Chicago's newest up-and-coming neighborhood, and while retail and entertainment venues will continue to unfold over the next several years, there is already plenty to write home about including Harpo Studios, where the Oprah Winfrey



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Show is taped, an incredible cultural art district and equally exciting restaurant choices. Put on your shopping shoes, the **Wicker Park/ Bucktown** neighborhood is lined with upscale brands, trendy stops and fun local boutiques that are sure to fill your suitcase to the brim. This area is perfect for a long leisurely day of walking, shopping and eating, with many restaurants offering amazing brunch menus, as well as a decadent nightlife filled with everything from live music, unique cocktails and a place to watch the big game.

The “Off the Beaten Path” package is an amazing value as pricing starts at \$259 and includes:

- Overnight accommodations
- \$50 dining credit
- A copy of Time Out Chicago
- Two – Day CTA passes
- An iPod walking tour of the neighborhood chosen
- Not for Tourists Guidebook

Package is offered through September 2, 2008 and is based on double occupancy. For more information or to book please visit www.affinia.com or call 1.866.AFFINIA.

About Us

Affinia Hotels, managed by New York-based Denihan Hospitality Group, offers multiple locations in New York, Chicago and Washington, D.C. The brand recently launched the industry’s most innovative guest service program, *My Affinia*, which allows business and leisure travelers to tap the ease and immediacy of the Internet to create experiences of total customized comfort. Affinia Hotels is a proud member of a worldwide alliance of hotels including Joie De Vivre in the United States, Thistle Hotels in the United Kingdom, Rotana Hotels in the Middle East and First Hotels in Scandinavia. For more information, visit www.affinia.com or call 1-866-AFFINIA.

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