

Contact:

Maria Andriano/Caroline Klein
Redpoint Marketing PR, Inc.
212.229.0119
andriano@redpointpr.com
klein@redpointpr.com

**DENIHAN HOSPITALITY GROUP --
A FAMILY-OWNED BUSINESS FOR FOUR DECADES**

The Denihan Hospitality Group has been owned and operated since 1962 by members of the Denihan family, who in the last 40 years have built the company from one hotel, the 129-suite Affinia Gardens, to a collection of hotels in some of Manhattan's and Chicago's best neighborhoods.

The family's first venture in New York was an exclusive laundry and dry cleaning business, which was opened in the early 1900s. The business proved to be hugely successful, thanks in part to devoted celebrity customers who appreciated the outstanding personal service they received. The Denihan's client list reads like a who's who of New York: Marilyn Monroe, the Vanderbilt family, and Hattie Carnegie, among many others. In fact, the "Cleaners to the Stars" was written up in *Vogue's* "Address Book," *House Beautiful's* "Address Book," and *The New Yorker*.

In 1962, Benjamin J. Denihan Sr. entered into the lucrative world of New York City real estate. He built New York's first suite hotel, Affinia Gardens, on the East 64th Street site of his laundry and dry cleaning establishment.

Since then, the Denihans have built or converted existing buildings into suite hotels which continue to be operated by DHG.

Affinia Hotels combines modern business amenities with the comforts of home, incorporating the Affinia brand standards a long with a unique positioning for each hotel. Brand standards include custom-designed Affinia beds, pillow menus, executive desks with ergonomic chairs and the most up-to-date technology. The Affinia collection includes the following:

- **Affinia Dumont**, An Executive Fitness Suite Hotel
- **Affinia 50**, An Executive Club Suite Hotel
- **Affinia Gardens**, A Tranquil Suite Hotel
- **Affinia Manhattan**, A Suite Hotel At The Center Of It All
- **Affinia Chicago**, An Urban Club Hotel (Fall 2007)
- **Affinia Shelburne**, An Urban Club Hotel (early 2008)

The luxury experience of **The Benjamin**, An Executive Suite Hotel, combines the highest level of service and elegant accommodations and offers a full-service spa and state-of-the-art meeting and event space. Known internationally for its comprehensive sleep program, The Benjamin features the country's only Sleep Concierge, 12-choice pillow menu and sleep guarantee.

Today, the company is managed by two descendants of Benjamin Denihan: Benjamin Jr. (known as Patrick) and Brooke D. Barrett.

The operating philosophy of the company is to create a feeling of ease and comfort for each guest. This philosophy is why guests notice a difference as soon as they arrive at an Affinia or Benjamin Hotel. They are greeted with warm welcomes and a "home away from home" atmosphere where personal service is paramount. The philosophy is emphasized by the entire management staff, has been an important element in the success of the company.

For reservations visit our Web site at www.affinia.com or www.thebenjamin.com, call 1-866-AFFINIA, or contact your Travel Professional. For more information on DHG, please visit www.denihan.com.

###