



AFFINIA HOTELS

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AFFINIA HOTELS LAUNCHES *MY AFFINIA*, A REVOLUTIONARY NEW CUSTOMER SERVICE PROGRAM

***New Brand Campaign Focuses on “Customized Comfort”
Featuring Guitars, Pillows, Hair Diffusers, Spa Treatments and More***

NEW YORK (May XX, 2008) – With escalating airline restrictions making it harder than ever for travelers to take their comforts of home with them on the road, Affinia Hotels’ recently launched *My Affinia* program allows guests to pack less without sacrificing their favorite necessities and indulgences.

My Affinia is a customer-driven service that John Moser, chief marketing officer of Affinia Hotels calls “a revolutionary step” for a national hotel brand. “Never before have guests at an urban hotel brand been able to log on and request the specific in-room services and amenities they need on every visit.”

My Affinia allows guests to create a customized profile of preferred amenities, and then when a booking is made, each e-mail reservation confirmation enables guests to further fine-tune a particular stay through the *My Affinia Concierge*, based on their interests and agenda, from dinner reservations and in-room spa treatments to theater tickets and turn-down treats for the kids. Guitars, hair diffusers, pillows, yoga mats, lap-top charges and in-room spa treatments, are among the necessities and niceties featured in *My Affinia* that help make traveling to Affinia properties in New York, Chicago and Washington, D.C., more convenient and more comfortable.

To support the *My Affinia* program, Affinia Hotels has launched a new brand marketing campaign that focuses on the brand’s promise to provide customized comfort for guests. With a total spend of nearly \$1.5 million dollars in the first two months of the campaign, Affinia is targeting the Northeast Corridor business traveler through a mix of outdoor, online and print media.

The campaign illustrates three representative guests experiencing the diversity of services and amenities chosen from the *My Affinia* toolbar – from specific pillows to guitars to cell phone

chargers – available through *My Affinia*. “This evocative quality encourages consumers to begin to conjure up their own ideal stay,” commented Moser.

Affinia’s agency of record, Manhattan Marketing Ensemble (MME), worked with well-known celebrity photographer Timothy White, whose work for celebrities and cause-related campaigns best matched the highly personalized aspects of Affinia’s new brand message. “I spend more than 100 nights a year in hotel rooms and knowing that my favorite pillow and yoga mat are waiting for me when I arrive gives me enormous peace of mind. Affinia’s program really anticipates my needs, and I was inspired to capture that sense of comfort and ease in a single image,” said White. His images succeed in communicating the range of individual elements that define the “perfect hotel stay.”

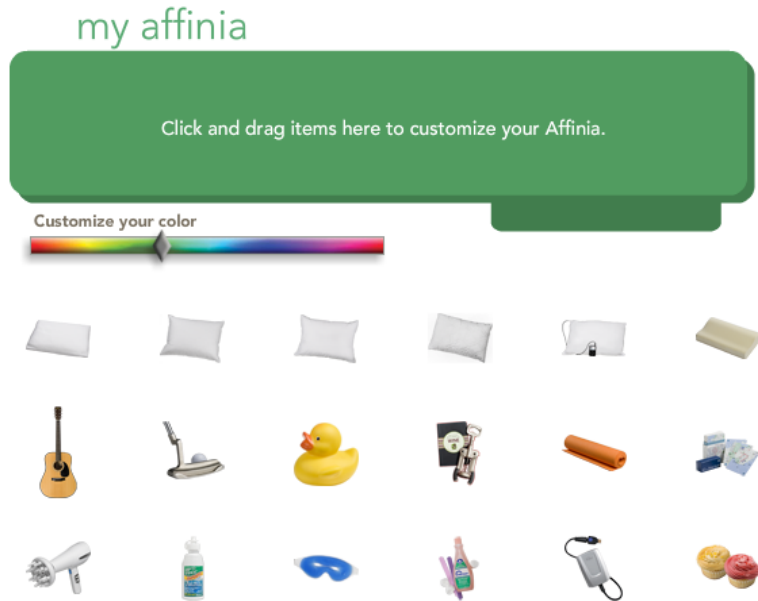
The *My Affinia* media buy focuses on print, outdoor and online advertising, including placement in *USA Today*. Web advertising includes AOL, MSN, Yahoo!, WSJ.com, Entrepreneur.com, Reuters, About.com, Forbes.com and others. Outdoor includes “station domination” of the Amtrak terminal of Penn Station reaching the estimated 3.6 million people who utilize the Amtrak Corridor and another half-million commuters walk through Penn Station daily. Ads will also appear at LaGuardia and Newark airports, to reach the high-volume business traffic between Chicago and DC, where Affinia has opened new hotels, the Affinia Chicago and The Liaison Capitol Hill, An Affinia Hotel.

According to Moser, *My Affinia* will evolve to incorporate guest feedback and emerging travel trends, as well as be adapted to reach corporate travel planners and meetings.

Affinia Hotels, with prime locations in New York, Chicago and Washington, D.C., are designed to provide business and leisure guests with an experience of total customized comfort. Operated by Denihan Hospitality Group, a privately-owned company with more than 40 years of hospitality management expertise, 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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My Affinia Fact Sheet



Using *My Affinia's Profile Builder* at www.myaffinia.com, guests can pre-select any of the following items offered in-room on every stay, (* nominal fees may apply):

- an Ibanez acoustic guitar*
- golf putter*
- soothing gel eye mask*
- Affinia signature Experience Kits (including the StayFit Kit featuring a yoga mat, weights, work-out bands and more, the Walking Kit featuring a pre-loaded iPod nano or shuffle, city walking guide, pedometer and more to help guests explore New York, Chicago or DC “like a native,” and the BYOB Kit featuring neoprene wine carrier, picnic blanket, BYOB guide to New York, Chicago or Washington, D.C., and more);
- a selection from a menu of six pillow types (down, buckwheat, magnetic therapy, hypo-allergenic, Swedish memory and sound);
- in-room work-out equipment (including hand weights, yoga mat and more);
- iGo® cell phone, laptop and Blackberry chargers
- grooming options (hair dryer diffuser, nail polish remover and more).

-more-

-more-

After a reservation is made guests can use *My Affinia Concierge* to customize an even broader range of stay-enhancing experiences, including:

- in-room SPAffinia™ spa services
- Airline Restriction Relief amenities (including complimentary contact lens solution, toothbrush, toothpaste, disposable razor, hair spray) as part of Affinia's TravelSmart™ program
- romance and special occasion amenities (including cupcakes, birthday cakes, chocolate-dipped strawberries and Champagne)
- dinner reservations at a variety of local restaurants
- theater tickets
- a wide range of local sightseeing activities
- amenities for children and pets
- transportation arrangements

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