



AFFINIA HOTELS

comfort by design

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Locations in New York, Chicago and Washington, D.C.'s Best Neighborhoods

Offering travelers an array of options and opportunities in sought-after city locations, Affinia Hotels' properties in New York City, Chicago and Washington D.C. are designed to suit particular lifestyle and travel preferences, such as fitness, tranquility and "cityscape" experiences. Boutique in style and service, all properties are "Affinia Fresh," smoke-free environments, provide contemporary, residential design and sophisticated social and public spaces and many offer premier dining options, such as Marcus Samuelsson's "C-House" in Chicago.

Affinia's *Comfort By Design* brand promise led to the creation of *My Affinia*, a revolutionary guest service program that taps the ease and immediacy of the Internet to create experiences of total customized comfort. Launched in May 2008, *My Affinia* enables guests to build a customized profile of preferred amenities, including niceties and necessities such as an Ibanez guitar and gel eye mask to pillow choice and hair diffuser. Then, when an online booking is made, each email reservation confirmation enables guests to further fine-tune a particular stay through the *My Affinia Concierge*, based on guests' interests and agenda, from dinner reservations and in-room spa treatments to theater tickets and turn-down treats for the kids.

Catering to today's business and leisure travelers, Affinia Hotels combines modern business amenities with the comforts of home. Signature elements that define the Affinia brand include the custom-designed Affinia Bed, Affinia Pillow Menu, branded Experience Kits, SPAffinia in-room spa treatments, and a range of Affinia-branded programs and services, such as Jet Set Pets, Jet Set Kids and TravelSmart™ amenities.

Affinia Hotels in New York include the Affinia 50, Affinia Dumont, Affinia Gardens, Affinia Manhattan and Affinia Shelburne (debuted June 2009 following a multi-million renovation); Affinia Chicago and The Liaison Capitol Hill, An Affinia Hotel, in Washington, D.C:

- The **Affinia 50**, An Executive Club Suite Hotel, is an urban retreat focused around the spacious and welcoming Club Room designed for guests to relax, work, or socialize.

- The **Affinia Dumont**, An Executive Fitness Suite Hotel, is designed for travelers looking to stay fit while on the road and features a fitness theme woven throughout. In 2008, the Affinia Dumont was named #4 among top U.S. luxury hotels in TripAdvisor's *Sixth Annual Travelers' Choice Awards* and named to Expedia's *Insiders' 2008 Select List*.
- The **Affinia Gardens**, A Tranquil Suite Hotel, offers a soothing environment highlighted by the calming *Serenity* lounge, which serves as a 24-hour quiet zone and features a tea bar with Affinia's signature blend.
- The **Affinia Manhattan**, A Suite Hotel At The Center Of It All, is designed to provide an authentic New York Experience. The focal point of the hotel is Lobby Central, a multi-media center for its Metro Concierge and the hotel's hub of activity, reflecting the city's vibrant character.
- The new **Affinia Chicago**, A Cityscape Hotel, which opened in June 2008 following a dramatic \$25 million renovation, offers guests an exclusive escape from the city while providing an insider's access to Chicago's best kept secrets. Among the hotel's distinguishing features is C-House, a seafood restaurant by noted chef Marcus Samuelsson of New York's Aquavit, and C-View, a rooftop lounge.
- The new **Liaison Capitol Hill, An Affinia Hotel**, which opened in April 2008 following a multi-million dollar renovation, features an expansive lobby, destination restaurant and modern social spaces. Provocative politically inspired artwork reference the hotel's prime D.C. location and feature prominently in its "cityscape" experience offerings to guests.
- The **Affinia Shelburne** re-launched in June 2009 following a multi-million dollar renovation to provide a New York "cityscape" experience.

Affinia is derived from the word "affinity," which is a natural attraction or feeling of kinship. This reflects the company's operating philosophy since its inception by founder Benjamin (Bud) Denihan, which was to create a place where guests can feel completely comfortable...the way one would feel when staying with a family friend. Bud had a natural affinity for people and was known for tipping his often-worn fedora to anyone he met as an expression of welcome and friendliness. The Affinia logo – Bud's tippin' hat – honors the founder and the traditions of graciousness and hospitality that he set many years ago.

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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