



Contact:

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

FACT SHEET

AFFINIA 50
An Executive Club Suite Hotel

155 East 50th Street
New York, NY 10022
For reservations call: 212-320-8024
Hotel tel: 212-751-5710
Hotel fax: 212-753-1468

OVERVIEW:

Built in 1980 as the Plaza Fifty, the hotel was relaunched in October 2004 as the Affinia 50 after a \$12-million renovation. Designed as an Executive Club Suite Hotel, the property boasts spacious suite accommodations and features the Affinia 50 Club Room, a stylish retreat for guests to relax, work or socialize. The Affinia 50 is part of the Affinia Hotels brand.

LOCATION:

The Affinia 50 is conveniently located in the heart of midtown, just blocks away from Manhattan's major attractions – Fifth Avenue shops, Rockefeller Plaza, corporate headquarters on Park and Madison Avenues, world-class restaurants and Grand Central Station.

OPERATOR:

Denihan Hospitality Group

GENERAL MANAGER:

Victor Freeman

ACCOMMODATIONS:

The hotel features:

74 guestrooms
30 studio suites
44 junior suites
58 one-bedroom suites
1 two-bedroom suite

With the exception of standard guest rooms, every room type at the Affinia 50 features a kitchenette area with coffee maker and refrigerator. Suites feature a fully appointed kitchen with

microwave oven, refrigerator, toaster, utensils and a coffee maker with complimentary coffee.

In addition, some suites boast spacious private terraces with magnificent views of the midtown Manhattan skyline.

**IN-ROOM
AMENITIES:**

- The “Affinia Bed,” covered with a down comforter wrapped in luxurious triple sheeting
- A 6-choice pillow menu (Buckwheat, Swedish Memory, Magnetic Therapy, Sound, Down and Hypo-Allergenic)
- 27” and 32” (in one-bedroom suites) On-Command TVs, movies and video games
- Sony CD player/alarm clock
- Shower with thermostatic control to preset water temperature
- Complimentary daily newspaper
- Magnifying make-up/shaving mirror
- In-room safe
- Hairdryer
- Iron/ironing board
- Aveda Bath amenities
- Affinia Fresh – Non-Smoking Hotel

BUSINESS FEATURES:

- Executive workspace with ergonomic chair
- High-speed wireless Internet access
- Cordless phones with direct dial and voicemail
- Dataport for fax, computer and modem hookup with desk-level access
- Task lighting

**SPECIAL CLUB
SERVICES:**

- Club Concierge
- NYConnection Kits delivered in a signature Affinia backpack along with a NYC transit map: *Walking Tour Kit, Grass is Greener Kit* and *Art Lovers Kit*
- Library of New York-centric books, CDs, DVDs and selected board games
- Weekly bulletin newsletter (Club Chat) of information for hot city tips and special events
- “New York Know-It-All” daily trivia
- Continental breakfast in the Club Room
- Evening Cheer – evening wine receptions from 6-7pm Monday through Thursday

Additional hotel services include:

- Grocery shopping service
- Room service
- Valet parking
- Valet service
- Guest coin-operated laundry
- Corporate/monthly rates
- Jet Set Pet Program
- Airline Restriction Relief amenities
- Signature Welcome Cheer Juice Beverage at check-in

CLUB ROOM:

Located on the 2nd floor of the hotel, the multi-use Club Room is a unique extension of the guest suites. The spacious lounge area features a black granite fireplace and seating area with leather couches and club chairs and is equipped with 2 large-screen TVs, selection of newspapers and magazines, complimentary coffee/tea all day, and “Evening Cheer” wine and cheese reception Monday through Thursday. Extensive continental breakfast is available daily for a nominal charge for guests to enjoy in the Club Room or on the go.

Guests of the hotel may also take advantage of the on-site Club Concierge, the hotel’s own New York City expert, available to assist with services and arrangements.

The Club Room also offers a complete business center with PC, printer/fax/copier, and wireless high-speed Internet throughout. A convertible space can be sectioned off for private casual meetings and features soundproof windows, climate control, plasma screen and complete a/v capability.

DESIGN & DECOR:

Sophisticated décor and contemporary furnishings create a stylish apartment-like setting. An “American modern” theme revolves around linear shapes and a deep red, brown, russet and warm honey-beige color scheme.

Bedrooms feature sleek built-in shelving and hanging units to save valuable space and provide easy access to belongings. Living areas include plush club chairs, oversized red leather ottomans, and unique wedge side tables.

Overall lighting design features George Kovacs fixtures which include lattice table lamps, bed-mounted reading lights, and wall flexible lighting with blackout roman shades and separate semi-opaque solar shades underneath.

RESERVATIONS:

For best available rates and special offers, visit www.affinia.com, 1-866-AFFINIA, or contact your travel professional.
Airline Systems Access Code: NY