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THE AFFINIA 50 LAUNCHES AS A CLUB HOTEL IN THE HEART OF NYC

NEW YORK – The Affinia 50 made its debut in September 2004 as an “Executive Club Suite Hotel.” Formerly the Plaza Fifty, the newly-launched Affinia 50 has undergone a \$12-million renovation and offers business and leisure travelers a private club environment. With its ideal Manhattan address at 50th Street and Third Avenue, the Affinia 50 is nearby some of the city’s major attractions, including Fifth Avenue shops, Rockefeller Plaza, Grand Central Station, and more.

At the heart of the concept is the **Affinia 50 Club Room**, a private 2,000 square-foot lounge designed as a stylish urban retreat for guests to relax and socialize. The spacious lounge area features a black granite fireplace and seating area with comfortable couches and club chairs. The Club Room is equipped with a complete business center, wireless high-speed Internet, a large-screen cable TV, selection of newspapers and magazines, and serves complimentary coffee and tea all day as well as an Evening Cheer with complimentary wine and cheese Monday through Thursday.

As part of the club concept guests are provided with the following services and amenities:

- **Club Concierge**, Tanya Lord is the hotel’s New York City guru and is available to assist with guest services and arrangements
- **NYConnection Kits**, an array of NY-themed activity kits designed to help travelers enjoy all that NYC has to offer. Each kit is packaged in a signature Affinia backpack with NYC transit map. Use of kits is free of charge during stay.
 - *Walking Tour Kit*, with CD player, self-guided CD tours, pedometer, and towel
 - *Grass is Greener Kit*, with guide to NYC parks, list of special events, picnic blanket and park games

- *Art Lovers Kit*, with guide to NYC museums and galleries, list of current art exhibits, sketch pad with colored pencils and Zen garden.
- Wireless high-speed Internet access, PC, webcam and printer/fax/copier
- Convertible space for small private meetings with complete a/v capability
- Daily continental breakfast which can also be packed for guests on the run
- Complimentary coffee and tea all day long
- A library of New York-centric books, CDs, DVDs and selected board games on-hand for guest use

“In keeping with our brand philosophy, we tested concepts for the Affinia 50 with our guests, and the Executive Club Suite Hotel concept was overwhelmingly embraced,” said Victor Freeman, general manager of the Affinia 50. The property is part of the Affinia Hotels brand, which caters to today’s business traveler by combining modern business amenities with the comforts of home. Along with its distinctive positioning, the hotel incorporates the Affinia core brand standards of custom-designed beds, pillow menus, executive desks with ergonomic chairs and the most up-to-date technology.

Hotel Design

The hotel’s sophisticated new design and contemporary furnishings create a stylish apartment-like setting with an “American modern” theme. The décor revolves around rich, natural tones and fluid, linear shapes, with home design touches popular in upscale urban dwellings. The suites feature oversized furniture in deep red, brown and honey for a lush yet subdued effect; whimsical accents are found throughout. The focal point of the sleek new lobby is a large waterfall that flows down from the second floor to the lobby to create a relaxing atmosphere.

Affinia Hotels is a brand unlike any other. Affinia is a collection of lifestyle hotels focused on providing guests with total comfort and convenience. All locations are uniquely designed with the business and leisure traveler in mind in prime Manhattan, Chicago and Washington, DC locations. Each Affinia property has a special focus such as fitness, tranquility, or location. The collection includes the Affinia 50, Affinia Dumont, Affinia Gardens, Affinia Manhattan, Affinia Chicago and soon, a property in Washington, D.C. The Affinia Shelburne will make its debut in fall 2008. Affinia Hotels is operated by DHG (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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