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**THE SOUTHGATE TOWER HOTEL RE-LAUNCHES
AS THE AFFINIA MANHATTAN**
Lobby Central Offers Travelers Unique Access to New York City Attractions

NEW YORK – The Affinia Manhattan made its debut in 2005 as “A Suite Hotel At The Center Of It All” following a multi-year \$15 million renovation. Located at the crossroads of the City’s most vibrant entertainment centers such as Times Square, Madison Square Garden and Herald Square, the Affinia Manhattan offers travelers access to an authentic New York experience with every stay.

At every point of contact – from morning wakeup calls with “real” New Yorkers, such as radio personalities, Rockettes, sports figures and firemen; a complete library of New York-themed books and DVDs, and a “New York insider” concierge – guests of the Affinia Manhattan will feel that they are tasting the true flavor of the Big Apple.

At the heart of the Affinia Manhattan’s concept is Lobby Central, a unique multi-media booth that is home to the hotel’s Metro Concierge. This dramatic hub of activity reflects New York’s vibrant character with multiple plasma screens displaying information, news and images of New York attractions and nostalgia. The hotel’s staff has been specially trained in various aspects of the City’s culture, and each staff member wears a badge to indicate their area of expertise such as restaurants, nightlife, shopping and museums.

As part of the New York-centric concept, guests are provided with the following services and amenities:

- **Metro Concierge**, the hotel’s in-house city specialist offering New York expertise and an insider’s perspective to help guests with everything from selecting the best restaurants and late-night venues to arranging hard-to-get theatre tickets.

- **New York Experience Kits**, an array of New York-themed activity kits designed to help travelers take advantage of all that New York City has to offer. Each kit is packaged in a signature Affinia backpack along with a NYC transit map. All kits are free of charge to guests during their stay.
 - *Walking Tour Kit*, with New York City walking tour guidebook on CD, CD player, pedometer, towel and NYC & Co. guidebook
 - *Sports Fanatic Kit* – guide to local stadiums and areas, New York City sports team history book, list of sports retail stores, a Frisbee or football, New York City team UNO, Shecky’s Guide and NYC & Co guidebook
 - *Fashionista Kit* – guide to local boutiques and shopping destinations, shopping list notepad, fashion design drawing book, sketch book with colored pencils, monthly schedule of sample sales, coupons to Century 21 department store and NYC & Co guidebook

To help guests fully immerse themselves in the New York City experience, the following amenities are also available:

- Wake Up calls delivered by “real” New Yorkers such as radio personalities, Rockettes, popular New York sports figures, and firemen.
- Library of New York-themed books, CDs, DVDs and selected board games
- Daily “Metro Fun Fact” to broaden guests’ knowledge of NYC
- Selection of New York and other domestic newspapers available in the lobby
- Authentic New York foods available through room service or at Niles’ New York City such as hot pretzels, New York cheesecake, New York bagels and black & white cookies
- Wireless high-speed Internet access in lobby and meeting rooms
- Business Center in lobby with laptop and printer/fax/copier

As the largest property of the Affinia Hotels brand with 526 guest suites, the Affinia Manhattan caters to today’s business and leisure traveler by combining modern amenities with the comforts of home. Along with its distinctive positioning, the hotel incorporates the Affinia brand standards of the custom Affinia Bed, pillow menus, executive desks with ergonomic chairs, Aveda bath amenities and a themed guest amenity. Additionally, the hotel offers nine meeting rooms and more than 9,000-square-foot of event space with the most up-to-date technology including a striking ballroom, large enough to hold receptions for up to 400 people.

Suite Design

The hotel's spacious suites provide plenty of room to spread out and work or relax with additional space for small meetings or in-suite entertaining. The sophisticated décor and contemporary furnishings create an apartment-like setting with an earthy palette of warm beige, deep red, and olive green accenting modern furnishings and design elements such as stylish club chairs, ottoman-style coffee tables, and decorative throw pillows. VIP suites boast terraces with spectacular views of the city skyline.

Additionally the hotel offers two deluxe specialty suites, each with its own New York theme. The Skybox Suite overlooks Madison Square Garden and features a variety of sports memorabilia, plasma screen with selection of DVDs, and sports magazines and books. The Cinema Suite features a plasma screen with surround sound, old-fashioned popcorn machine, and DVDs and coffee table books of famous New York films.

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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