



## **DHG LAUNCHES ITS COMPANY-WIDE ASSOCIATE FITNESS CHALLENGE**

*- Partnership with Oxford Health Care Helps More Than 140 Associates Improve Their Health -*

NEW YORK – (October 2006) – Denihan Hospitality Group (DHG) launched its first company-wide Associate Fitness Challenge this month to help employees meet their personal fitness goals while promoting a healthy lifestyle. Under the guidance of the Affinia Dumont’s Fitness Concierge Raphael St. James, the three-month challenge was kicked off with health screenings conducted by Oxford Health Care and will conclude in December with a reception and prizes for the top three winners. The company-wide challenge was announced after the overwhelming success of the Affinia Dumont’s internal fitness challenge earlier this year. More than 140 DHG associates have joined the challenge; participants will be measured based upon improvements in weight loss, body fat percentage, blood pressure and cholesterol. The program, along with the new brand-wide non-smoking policy shows the total commitment DHG has for the well being of its associates.

St. James will visit each hotel property to answer questions and lead a workout before arming participants with a series of 15-minute workouts that can be done on their own. In addition, he has developed a blog for associates to ask fitness-related questions that he will then answer. Associates can also determine their individual nutritional goals based on personal preferences and needs through [www.vitabot.com](http://www.vitabot.com).

Vitabot, which devotes itself to corporate wellness, has created a private DHG link for the challenge. Associates can journal their daily intake and learn how to improve upon their diet online.

“Our associates are our top priority,” says DHG co-CEO Brooke Barrett. “We look after them like family and their well-being is of the utmost importance. If they are energized, they will fuel the growth of our company.”

“Of the 30 hotel associates that participated in the Affinia Dumont challenge earlier this year, more than 100 pounds total were lost and three people stopped smoking,” says Fitness Concierge Raphael St. James. “Their success is a huge

motivator to associates participating in the company-wide challenge. We're confident this challenge will be equally as successful, if not more so."

With more than 40 years of hospitality management expertise, the privately-owned DHG (Denihan Hospitality Group) operates two brands: Affinia Hotels and The Benjamin. Affinia's distinctive hotels offer an array of options to suit particular lifestyle and travel preferences in prime locations throughout Manhattan and Chicago, and include the Affinia 50, Affinia Dumont, Affinia Gardens, Affinia Manhattan, Affinia Chicago and Affinia Shelburne, scheduled to open in 2007. The Benjamin provides an experience of true luxury with the highest level of service in an intimate, boutique-style setting. Based in New York City, DHG also manages several independent hotels in Manhattan. For more information, visit [www.denihan.com](http://www.denihan.com).

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