

Denihan

DENIHAN HOSPITALITY GROUP: THE ART OF HOSPITALITY

Denihan Fact Sheet

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The Denihan Collection

Affinia Hotels is a portfolio of seven boutique hotels whose focus on comfort, convenience and customization offers a proven concept. Affinia hotels are designed for guests seeking the personality and guest focus of an independent hotel, a strategic center-city location, and an approachable alternative to the generic brands that typically occupy this market.

What makes Affinia hotels resonate so deeply with guests is that it offers the same set of features as larger brands — such as a frequent guest program, attractive function space for meetings and events, and in-room spa treatments—but with lots of extras. Affinia offers an unpretentious and authentic hospitality experience with broad appeal.

Some Affinia hotels, offer restaurants run by "name" chefs, such as Marcus Samuelsson's C-House in Chicago and Art Smith's Art & Soul in Washington, DC, bringing an air of exclusivity to the lodging experience.

Another brand hallmark is the first of its kind in the hospitality industry: The *My Affinia* program, which allows guests to request special items, such as yoga mats, guitars, cupcakes, sound pillows, hair diffusers—even a golf putter—to be delivered to their rooms prior to their arrival.

The Benjamin is the first independent luxury hotel concept designed to focus on "Executive Luxury," an approach designed for high-level business travelers, entrepreneurs and sophisticated leisure travelers looking for function along with sumptuous surroundings and superb, anticipatory service. The hotel is geared to guests who may ordinarily frequent five-star hotels but prefer a property that offers an alternative to the predictability and preciousness of brands at the high end of the market.

All Benjamin rooms and suites feature a high tech office area, with generously sized desk, Aeron® executive chair and a printer/fax/copier. Like other Denihan brands, a program for small businesses, Executive Perks. Perks is across all Denihan hotels, not just The Benjamin, and is available to small business clients who can commit to 25 room nights per year.

Knowing that sound sleep is high on its guests' must-have lists, The Benjamin team designed a unique approach to guaranteeing a good night's rest. In addition to the bespoke Benjamin Bed and luxurious linens, there is a menu of 12 pillows, on-call counsel from a Sleep Concierge, and other enhancements to help guests sleep better at The Benjamin than they do at home. Windows are double glazed, sound machines mask ambient noise, aromatherapy bath products soothe, and turndown service includes relaxing teas and warm milk and cookies. The *Winks Kidzzz Club* special is available for families with

children ages 2 to 12, and includes passes to the Central Park Zoo; plush Winks the Owl stuffed animal, kid-sized robes to use during their stay; use of the Lullaby pillow and iPod programmed with audio bedtime stories; bedtime books from the lending library; a milk and cookies turndown service; and accommodations in a luxurious one-bedroom suite.

The James, Denihan's newest brand offering, fills the niche between boutique and luxury brands, providing the intimacy and cachet of the former with the sumptuous atmosphere and exceptional service of the latter. The James brand credo is "luxury liberated from tradition."

There are currently two James hotels: The James Chicago, which opened in 2006, and the James New York, which debuted in Soho in September 2010. The James Royal Palm, Miami Beach, will debut in 2012 after a thorough redevelopment of the Royal Palm, a 409-room beachfront hotel that Denihan assumed management of in 2010.

A hallmark of The James brand is artwork, with the lobby and other public areas doubling as galleries showcasing the works of local artists, both prominent and up-and-coming. Guest rooms feature floor-to-ceiling and/or wraparound windows, bathing the interiors with natural light and framing dramatic skyline views. Superior craftsmanship, and high-end materials, fixtures and finishes are an essential part of the visual identity.

Another important brand element is a blend of artistry, functionality and community. That commitment was the driving force behind The James Club and business networking lounge in Chicago, and the urban garden and stunning rooftop pool deck and bar in New York.

In keeping with Denihan's emphasis on celebrity-chef partnerships (Daniel Boulud's Cafe Boulud at The Surrey in NYC, Marcus Samuelsson's C-House at Affinia Chicago, Art Smith's Art & Soul at the Liaison Capitol Hill in Washington D.C.), The James New York's chef at David Burke Kitchen is David Burke, whose Primehouse restaurant at The James Chicago is now considered one of the finest steakhouses in the country.

At every guest touch point, The James brand developers have come up with intuitive approaches to guest needs and desires. There are two available concierges per shift, twice-daily maid service, an extensive pet-travel program and freshly baked nightly turndown treats. Parents can use the hotels' webcams to communicate with their family at home; if they bring children, a library is stocked with classic and modern children's books. Eco-conscious guests will see environmentally thoughtful operations in action, from recycling receptacles in guest rooms and public spaces to triple-distilled tap water—a high-quality alternative to bottled water—served in glass carafes as an in-room amenity. Business travelers are treated to the complimentary WiFi and use of office and conference-room space, an uncommon (and highly appreciated) feature.

And in keeping with the Company's interest in environmental sustainability and responsibility, The James New York has partnered with *Harmonic by Intelligent Nutrients*, a certified organic, food-based, natural beauty line for all in-room amenities.

Since its debut year, The James concept has garnered attention from the world's leading consumer travel publications, making "world best awards" from Travel + Leisure for three years running and the Hot List from Condé Nast Traveler. Primehouse was ranked among the "Top 10 U.S. Steakhouses" by Gayot.com in 2008 and was voted #1 Steakhouse in Chicago by Chicago magazine.

Hotel Portfolio

Affinia Hotels

Affinia Shelburne, NYC	325 rooms
Affinia Dumont, NYC	241 rooms
Affinia Manhattan, NYC	616 rooms
Affinia 50, NYC	210 rooms
Affinia Gardens, NYC	129 rooms
The Liaison Capitol Hill Washington D.C. an Affinia Hotel	343 rooms
Affinia Chicago	215 rooms

The James

The James Chicago	297 rooms
The James New York	114 rooms

Luxury Boutique Hotels

The Benjamin, NYC	209 rooms
The Surrey, NYC	190 rooms

Affiliate Hotels

The Royal Palm, Miami	409 rooms
Eastgate Tower, NYC	187 rooms

Corporate Philosophy

The Denihan credo can be summed up in four words: No cookie cutter hotels. Every hotel in the portfolio has its own look, feel, and personality. They do have a few common elements, however. All are striking looking, designed with beauty, utility and thoughtfulness in mind. All have been carefully conceived to offer the amenities and services a sophisticated traveler expects from a high-end boutique property. No matter what the Denihan brand, service delivery is proactive rather than reactive, customized rather than formulaic. The other Denihan four-word philosophy: Above all, deliver value.

Company History: The Backstory

Denihan Hospitality Group has been owned and operated since 1962 by members of the Denihan family, who in the last 50 years have built the company from its first hotel, the 129-suite Lydon Gardens, to a collection of hotels in some of Manhattan's, Chicago's, Washington, D.C.'s and Miami Beach's top neighborhoods.

The family's first venture in New York was an exclusive laundry and dry cleaning business, which opened in the early 1900s. The business was hugely successful, thanks in part to devoted celebrity customers who appreciated the outstanding personal service they received. The Denihan's client list reads like a who's who of New York: Marilyn Monroe, the Vanderbilt family, and Hattie Carnegie, among many others. In fact, the "Cleaners to the Stars" was written up in *Vogue's* "Address Book," *House Beautiful's* "Address Book," and *The New Yorker*.

In 1962, Benjamin J. "Bud" Denihan Sr. entered into the lucrative world of New York City real estate. He built New York's first suite hotel, Affinia Gardens, on the East 64th Street site of his laundry and dry cleaning establishment. By 2011, the company had grown to 13 award-winning properties with plans for expansion into additional markets in major gateway cities in the U.S. in 2012 and beyond.

See the timeline for more historical background

Restaurants

- Café Boulud, at The Surrey, New York (Chef: Daniel Boulud)
- Art & Soul, at The Liaison Capitol Hill in Washington, D.C (Chef: Art Smith)
- C-House, at Affinia Chicago (Chef: Marcus Samuelsson)
- Primehouse, at The James Chicago (Chef: David Burke)
- David Burke Kitchen, at The James New York (Chef: David Burke)
- The National Bar and Dining Rooms, at The Benjamin, New York (Chef: Geoffrey Zakarian)
- Neighborhood favorites in New York include Rare at Affinia Shelburne, The Barking Dog at Affinia Dumont and Niles at Affinia Manhattan

Frequency program

Affinia Hotels are a charter member of *Stash Hotel Rewards*, the loyalty program for America's top independent boutique and lifestyle hotels. The program allows members to earn five points for every dollar they spend on eligible room rates when they stay at any Stash Partner Hotel; points can be redeemed for free stays at any Stash Partner Hotel. *Stash Hotel Rewards* launched in May 2010 with 65 partner hotels in 55 destinations. Since then it has grown 125%, outpacing all major hotel loyalty programs in the country, and today it is the fastest growing loyalty program in the U.S. with more than 150 partner hotels in more than 100 destinations.

Denihan Hospitality Group By the Numbers

Date founded: 1962

Number of employees: 1950

Company-owned & managed hotels: 9

Managed hotels: 4

Total number of rooms: 3485

Average hotel industry experience per executive: 26 years

Company Investment in the acquisition and redevelopment of hotels in New York and Chicago since 2006: \$350 million

Employee graduates of Denihan University, which offers training courses available to all employees: 700

First hotel company to launch an all-suite hotel (The Lyden Gardens, now Affinia Gardens, New York City in 1962

First hotel company to link a brand directly to TripAdvisor user reviews (2008)

First hotel company to perform an eco-friendly renovation in New York City (The Benjamin, 2000)

First company to offer a full-time "sleep concierge" (The Benjamin, 1999)

Pillow choices at The Benjamin Hotel: 12

Awards & Accolades

DENIHAN HOSPITALITY GROUP

Hotel Business ranked Denihan in the top three in occupancy and RevPAR among the top 100 Hotel Management Companies in the USA, 2008, 2009

Named among the 5,000 fastest growing companies by Inc. Magazine, 2009 and 2010

HSMAI Platinum and Gold Awards for marketing and public relations, 2008, 2009, 2010

Addy Awards for website and online advertising, 2010

"Best Place to Work" by Crain's Chicago, Michigan Business & Professional Association and the Washington Business Journal.

Top 100 Hotel Management Companies in the US (*Hotel Business*)

THE SURREY

New York Magazine Travel Critic's Pick 2010

Conde Nast Traveler's Hot List of 2010

THE BENJAMIN

Travel and Leisure's World Top New Hotels 2009

2010 *IN New York Magazine's* Readers Choice Hotel Experience Award for the category of "Best Room Amenities"

THE JAMES CHICAGO

One of "The World's Best Hotels" by *Travel + Leisure* in 2009 and ranked #29 in 2008

One of the "Top 10 Sexiest Hotels in the US" by TripAdvisor 2010

"Best of Chicago" --*National Geographic Traveler's* A-List Newsletter; May 28, 2008

2010 *Travel Weekly* Gold Magellan Award Winner- Lobby/Common Space Design

2009 *Travel + Leisure's* World's Best Awards

2009 *Travel + Leisure's* World's Best Business Hotels

2008 *Travel + Leisure's* World's Best Business Hotels

2008 *Travel + Leisure's* World's Best Awards

2007 *Illinois Meetings & Events* Best Hotel

2007 *Condé Nast Traveler* Hot List

2006 *Travel + Leisure* Coolest New Hotels on Earth

THE JAMES NEW YORK

'Hot List', *Conde Nast Traveler* May Issue 2011

'Hot List', *Conde Nast Traveller* UK May Issue 2011

CAFÉ BOULUD (THE SURREY)

Three stars from *New York Times* 2010

Wine Spectator's Award of Excellence 2010

THE NATIONAL BAR AND DINING ROOMS (THE BENJAMIN)

James Beard Award 2011

Awarded one star by *New York Times*, 2011

DAVID BURKE'S PRIMEHOUSE (THE JAMES CHICAGO)

2009-2010 *Wine Spectator* Award of Excellence

2009 *Chicago Magazine* Top 10 Burgers in Chicago

2009 Gayot.com Top 10 Steakhouse in the United States

2008 AOL.com Best Fine Dining Restaurant in Chicago

C-HOUSE, AFFINIA CHICAGO

Best of the City 2010, *CS Magazine*

Best Hotel Dining, *Illinois Meetings & Events*, 2009

Best Restaurants Helmed by Women, *Time Out Chicago*, 2009

Chef Marcus Samuelsson named 'Top Chef Master' on Bravo Television, 2010

ART AND SOUL (AFFINIA LIAISON CAPITOL HILL)

Washingtonian's 100 Best Restaurants – 2009 & 2010
Washington Post Express 2009 – Best Brunch in DC nominee
2010 RAMMY Finalist – Power Spot of the Year
2009 RAMMY Finalists – Best New Restaurant of the Year
One of the Best New Restaurants in Washington, DC --The Restaurant Association of Metro Washington

About Denihan Hospitality Group

Denihan Hospitality Group is a privately-held, full-service hotel management and development company that owns and operates 13 boutique hotels in major urban markets in the U.S. Over the past 50 years, the Denihan family has built a world class lodging investment platform within the boutique hotel space, creating value by acquiring, repositioning and managing independent hotels. The Denihan portfolio includes properties operating under The James and Affinia Hotels brands, as well as Manhattan luxury independents, The Surrey and The Benjamin, and affiliates including the Royal Palm in Miami. The company's uniquely guest-centric approach, refined through three generations of Denihan leadership, has made it an industry leader in hospitality, property and restaurant development, as well as hotel operations, management and marketing. More details can be found at www.denihan.com.

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