



THE BENJAMIN

AN EXECUTIVE SUITE HOTEL

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THE BENJAMIN REVIVES THE ART OF “POWER NAPPING” WITH THE LAUNCH OF ITS EXECUTIVE NAP PROGRAM

NEW YORK – The Benjamin, a luxury Executive Suite Hotel located in the heart of midtown Manhattan, offers the ***Executive Nap*** program as an extension of its world-renowned Sleep Program. In addition to a tranquil and restful environment for sleep-deprived guests, the hotel’s *Executive Nap* provides a special menu of services that includes afternoon turn-down, wake-up call and a “Napping Kit” featuring The Benjamin’s signature sleep mask, lavender oil and a Gan Bei Elixir. Special *Executive Nap* door hangers are also available to alert hotel staff not to disturb a “Nap in Progress.”

“The benefits of a real, get-under-the-sheets-for-an-hour nap are well-known and well-documented,” says Anya Orlanska, The Benjamin’s sleep concierge. “Many of our guests arrive jet-lagged from red-eye flights or transcontinental air travel or are just exhausted from a strenuous round of business meetings in the city. We wanted to provide the right menu of services to help them rest and emerge revived and reenergized.”

Orlanska cited a 2002 Harvard study which found that a 60-minute nap in the middle of the day can help people perform as effectively as first thing in the morning when they are freshest. “The *Executive Nap* includes services that have always been available a la carte,” according to Orlanska. “We put together the special menu really as a way to tell our guests – who are high-level business travelers – that it is okay to stop, relax and nap in the middle of the day, and that it is highly beneficial to their health and quite possibly to their effectiveness while they are here on business.”

Guests at The Benjamin can choose from a unique array of sleep-inducing amenities as part of the hotel’s Sleep Program, including their ideal fit from a 12-choice pillow menu,

aromatherapy bathroom amenities, a relaxing massage at the hotel's Wellness Spa, a bedtime snack of milk and cookies or the loan of a bedside white noise machine that electronically drowns out any stray background noise.

The Benjamin, located at in the heart of midtown Manhattan at the corner of Lexington Avenue and 50th Street, provides an experience of true luxury and supreme comfort in an intimate, boutique-style setting. Classically elegant accommodations, world-class amenities, premier technology and seamless, superlative service are the hallmarks of The Benjamin. Known for its comprehensive sleep program, The Benjamin features the industry's first and only Sleep Concierge, a 12-choice pillow menu and custom Benjamin Bed. The Benjamin brand is operated by DHG (Denihan Hospitality Group), a privately-owned company with more than 40 years of hospitality management expertise. The Benjamin 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.thebenjamin.com or call 1-888-4-BENJAMIN.

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