



THE BENJAMIN
AN EXECUTIVE SUITE HOTEL

Contact:

Maria Andriano/Caroline Klein
Redpoint Marketing PR, Inc.
212.229.0119
andriano@redpointpr.com
klein@redpointpr.com

**THE BENJAMIN GUARANTEES
A GOOD NIGHT'S SLEEP OR YOU GET A FREE STAY**

***“Sleep Concierge” Offers
12 Types of Pillows, Spa Treatments and Milk & Cookies***

If you don't sleep as well at The Benjamin as you do at home, John Moser, chief marketing officer for the Benjamin and Affinia Hotels, will give you a free night's stay.

“Most of our guests are business travelers. We realized that the number-one productivity tool isn't a laptop, and it's not a blackberry – it's a good night's sleep,” says Moser. “A good night's sleep is non-negotiable. The Benjamin's ‘Sleep Guarantee’ ensures that everyone who stays at our hotel walks away well rested or gets their money back.” If a guest is dissatisfied with his or her sleep at The Benjamin, all they need to do is contact the front desk, and the hotel will refund the cost of their night's stay.

The Benjamin has gone to extraordinary lengths to back up the guarantee of a good night's rest in New York, “the city that never sleeps.” The hotel has added a Sleep Concierge to the staff, who will make sure that guests get everything they need to sleep peacefully. “We offer our guests a selection of 12 different types of pillows from which to choose: down, upper body, buckwheat, satin, hypo-allergenic, water-filled, Swedish memory, magnetic therapy, a jelly neckroll, a five-foot body cushion, sound, maternity and a special anti-snore pillow,” says Sleep Concierge Anya Orlanska.

In addition to the pillows, the hotel features The Benjamin Bed: a Serta® mattress created exclusively for The Benjamin, with specially engineered convoluted foam cushioning and layers of fibers quilted to the mattress for a luxurious surface feel. The custom-designed Benjamin Bed is covered with 100% Egyptian Cotton 400-plus thread count sheets by Anichini and a down-filled comforter with luxurious triple sheeting. (The pillows, sheets, and mattresses

have become so popular that they are now offered for sale for guests who want to sleep as well at home as they do at The Benjamin!) Aromatherapy bathroom amenities help guests relax and prepare for bed. In addition to the luxurious sleep amenities, The Benjamin's windows are double-glazed with argon gas between the panes to help keep rooms quiet and restful.

The sleep concierge can also arrange a relaxing massage at the hotel's Wellness Spa to help guests unwind, a bedtime snack of milk and cookies or other sleep-inducing room service choices, or the loan of a bedside white noise machine that electronically drowns out any stray background noise.

"We're not doctors. We don't cure sleep disorders. But we'll do everything we can to make sure that our guests get the rest they need for the next New York day," says Orlanska.

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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