

The Colonnade Hotel invests in redesign

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BOSTON, MASS - May 1, 2008 - The Colonnade Hotel, Boston's Back Bay neighborhood landmark that is as genuine as it is independent, recently completed a \$20-million redesign. The result is a new look, sophistication and comfort level that places a high priority on environmental sustainability. The transformation encompassed a renovation of all guestrooms, suites and public spaces, and introduces 21st century comforts and high-tech amenities that can be customized to the needs of discerning business and leisure travelers. The hotel has also unveiled fresh contemporary graphics to reflect its new image. The new website www.colonnadehotel.com was recently launched.

"This project signifies a complete rebirth of The Colonnade and our continued commitment to the Back Bay neighborhood," said Ronald M. Druker, owner and president of The Druker Company. "It gives us the opportunity to bring the hotel's physical aspects to the level of service that has made it a favorite among travelers since my father pioneered the redevelopment of this neighborhood more than four decades ago. It also allows us to make significant strides in ensuring that we operate within new guidelines of environmental sustainability," Druker continued.

"Every detail of the hotel has been thought through with the comfort of the guest in mind," added David Colella, The Colonnade's vice president and managing director.

Upon entering the hotel, guests now check in at a sweeping, marble-front desk, dramatically sized to capitalize on the lobby's grand scale. An oversized, custom-designed table, depicting a map of both historic and present-day Boston, serves as the lobby's focal point. Oversized lobby windows invite the outside in. Wall paneling has been transformed to a deep espresso, enhancing the rich brass accents throughout.

Guest Rooms: Intelligent, Individualized, Inspired Alexandra Champalimaud & Associates Inc. of New York City has provided inspired design for The Colonnade's new interiors. Conceived with function and comfort as the dual mandate, the new guest rooms and suites envelop guests in hospitality and efficiency. Their stylish residential feel is heightened through appointments that include elegant home-like furnishings, use of soothing colors, and details such as custom-made plush Sealy pillow top mattresses, luxurious down comforters and bed throws and high-thread-count linens.

Additional In-room features include 37-inch LG flat screen LCD televisions and LG DVD players; both have upgrade capabilities to accommodate future technological advances. Rooms are also outfitted with custom-designed Keurig one-cup coffee makers, as well as Sound Soothers: MP3 i-Pod and i-Phone Docking Station Alarm Clock with AM/FM Radio. A significant investment has been made to the hotel's electrical plan creating additional outlets to accommodate the increase in the number of portable devices carried by today's travelers. Plentiful and readily accessible within the lighting fixtures, they provide guests with an uncomplicated environment in which to operate.

Dining-style tables replace traditional desks in each room, allowing greater flexibility for guest use.

Bathrooms feature large marble vanities, custom-designed fixtures, rain shower hardware and Gilchrist & Soames bath amenities-as well as a yellow rubber duck, a Colonnade Hotel tradition.

Caring for the Environment

All of The Colonnade's windows have been replaced with energy efficient, soundproof floor-to-ceiling windows with improved double panes and advanced tint technology. The new windows also open, providing guests with fresh air -- an option generally not available in city hotels.

Energy saving climate-controlled heating and ventilating systems are activated when the guest checks-in and deactivated at checkout or when the guest leaves the room for a period of time. Thoughtfully designed, they can be maintained via a central network, eliminating any need to disturb the guest with an in-room visit.

Underscoring The Colonnade's environmental responsibility is its innovative new cleaning system. The hotel is the first in the nation to implement the ElectroCide System on a property-wide basis. This revolutionary cleaning process has been proven to be 80% more powerful than chlorine bleach yet completely nontoxic to humans and the environment. It has virtually eliminated the use of bleach and other harsh chemicals within the hotel.

"It has substantially reduced the amount of chemicals we are using - eliminating four altogether," said Colella. "And there is almost no cost, other than the equipment itself and maintenance." As a result of the success of this installation, The Colonnade is serving as a case study for hotels and hotel companies wishing to emulate the system elsewhere.

The Colonnade Hotel has provided genuine Bostonian hospitality to residents and visitors for more than 36 years. A beloved Back Bay landmark whose opening launched the neighborhood's renaissance in the early Seventies, The Colonnade is home to the city's only roof top pool, to the award-winning Brasserie JO, and to a host of recently remodeled function rooms and the hotel's grand ballroom, providing the setting for many of the city's memorable business and social events. The Colonnade is within walking distance of Newbury Street and many of Boston's finest shops, museums, galleries, and landmarks including Hynes Convention Center, Symphony Hall and Fenway Park and is located just minutes from Logan International Airport. It is a member of Summit Hotels & Resorts and Concorde Hotels. For more information or to make reservations please call 1 (800) 962.3030 or visit www.colonnadehotel.com or www.preferredhotelgroup.com.

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