

FOR IMMEDIATE RELEASE

Holiday Inn Boston at Beacon Hill
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Holiday Inn Boston at Beacon Hill Signs on for Worldwide Brand Relaunch

Boston Hotel among First to Feature New Sign and Brand Standards

BOSTON, MA, April 13, 2009 – The new Holiday Inn sign introduced in 2007 is making its way around the world. And today, the Holiday Inn Boston at Beacon Hill announces this green beacon of hospitality will light the way for visitors to Boston.

The new sign is the seal of approval that this hotel exemplifies the standards of the \$1 billion Holiday Inn brand relaunch program established to create a more contemporary brand image, increase quality and drive consistency. Holiday Inn Boston at Beacon Hill is the first full-service hotel in Boston and among the first hotels in the world to receive the sign.

“We have set an aggressive pace to relaunch our complete estate of nearly 3,200 hotels, in excess of 419,000 guest rooms and 12,000 signs by the end of 2010,” said John Merkin, senior vice president, Brand Management, Holiday Inn Brands, the Americas. “And with the addition of Holiday Inn Boston, we are off and running on our journey to make every Holiday Inn hotel as great as our best one.”

Elements of the Holiday Inn brand relaunch include:

Redesigned Brand Signage

An evolution of the iconic script logo, energizing the signature color green and eliminating the current shield shape for a more refreshed and contemporary look.

Refreshed Guest Room

New bedding that redefines the look and feel of each guest room with fresh, white triple-sheeting and pillows that come in two comfort levels: “soft” and “firm.” An enhanced bathroom that features an improved showerhead offering superior pressure, as well as a signature shower curtain with curved rod and new amenities to deliver a consistent bath experience that feels fresh and contemporary.

Warm Welcome

A new signature arrival – including new lighting, landscaping and design features – that creates an energized and branded sense of welcome that is universally recognizable. Customized music and scent selections also engage guests in a complete sensory

experience, and a decluttered front desk to promote a more efficient and interactive check-in process.

New Service Promise

A best-in-class service culture – “Stay Real” – to further ensure the team develops the behaviors and skills to best serve guests so they feel like individuals and not numbers. Genuine people delivering real service. Leading the charge, will be a newly created position at each hotel – the Guest Experience Champion.

“We look forward to offering our guests an enhanced stay experience with a new look and exceptional levels of customer service,” said Mike Whiteman. “And we are especially pleased to be among the first wave of properties to showcase these new Holiday Inn brand family hallmarks.”

The 303-room downtown [Boston hotel](#) is in close proximity to TD Banknorth Garden, Faneuil Hall, Fenway Park and the Freedom Trail, and offers such business conveniences as 5 flexible meeting rooms and a business center. Other amenities include a fitness center and a seasonal outdoor heated pool.

The Holiday Inn Boston at Beacon Hill hotel which is owned by FelCor Lodging Trust is located at 5 Blossom St. at Cambridge St. Boston, MA 02114. Telephone: 617-742-7630; Facsimile: 617-742-4292. Visit the Web site at <http://www.hisboston.com/>

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