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**THE SHOREHAM DEBUTS IN MANHATTAN'S GOLD COAST
FOLLOWING 22-MONTH MAKEOVER**

Spa Suites; Revolving Gallery; Daniel Alumnus Heads Kitchen

New York, NY (March 2006) – A multi-million dollar metamorphosis at 33 W. 55th Street, now in its final weeks, completes the transformation of The Shoreham hotel into a serene, high-style sanctuary.

In the midst of Manhattan's Gold Coast, steps from the posh Peninsula, the gilded St. Regis, Brasserie La Cote Basque, Prada, Chanel, Escada, and more, The Shoreham has fashioned itself into a lovely retreat, a place for those "waiting to exhale."

As General Manager Joe Reyes notes: "When arriving guests open their doors, we want them to look around, smile, and let out that deep-down, de-stressing breath they've had bottled up inside."

Guests will readily comprehend that The Shoreham is all about harmony, both in public areas and in 174 guest rooms and suites. Eastern and Western design principles fuse seamlessly to simultaneously create energy and serenity.

One high-energy element of the transformation is in the new Shoreham Restaurant & Bar fronting W. 55th Street, with glass on three sides bringing in natural light. Two sides utilize "Living Glass," which sandwiches a layer of sage green silk leaves between sheets of aqua-colored glass and unifies the space with the botanical theme that runs throughout the property.

Simple pre-formed lime green lounge-style seating designed by Kazuhide Takahama for Knoll, coupled with low glass and brushed aluminum tables provide seating for diners.

Organic colors – predominantly sage, celery, lime and aqua – fresh flowers, and flickering candles set off sleek, clutter-free interiors throughout The Shoreham, suited for guests drawn from the high-stress spheres of fashion, entertainment, law, art and finance.

New signature amenities and services further enhance guests' relaxation level and make for a one-of-a-kind experience: a soap menu of natural soaps; invigorating five-head "rain showers" in select rooms; remote-control Bose Wave radio-CD Players, high-definition flat panel screen TV, fresh flowers and mini-refrigerators with customized mini-bars in Deluxe rooms and suites; an in-room spa services menu (massage, body treatments, body wraps scrubs, facials, nail care and waxing); and The Sharper Image "IJoy" massage chair in all one-bedroom suites on floors 6–9.

The guest experience begins at check-in when a smart, generous staff – hip but not pretentious – welcomes each arrival with a glass of sparkling water or Champagne. This personable, guest-dedicated team keeps customer retention high. The experience continues in the simple white lobby as a flat-screen monitor cycles vibrant images of nature in motion. Artistic accents of fresh flowers, installed weekly, adorn the hallways. Candles flicker in the public areas. Between the lobby and the spacious Shoreham Lounge sitting area, a 24/7 self-serve coffee/tea/cappuccino bar is always on call.

Should a guest require, The Lounge may be combined with the executive board room with natural skylight to accommodate up to 150 persons, merely by shifting and sliding translucent Shoji-inspired walls that structure space. And adjacent to The Lounge is New York's newest dining attraction: The Shoreham Restaurant & Bar.

The Shoreham Restaurant & Bar

For consulting Chef Tim Reardon, inspiration for his menus can be traced, in part, to the CIA graduate's years in the four-star kitchens of Daniel Boulud, where he was mentored by restaurant Daniel's top chefs. Rising star Reardon brings that discipline, focus and discerning eye, along with his West Side brasserie's Nicoises' influences, to The Shoreham.

Reardon keeps his menus simple and recognizable but finds fresh ways to present and accessorize his offerings. He fuses American, Mediterranean, African, Asian and Latin elements in tantalizing choices that range from decadent Gratin of Lobster with Cavatappi and Smoked Cheddar Mornay, and Foie Gras with sautéed Grapes, Chanterelles and Parsnip Puree to the simple: perfect Roasted Organic Chicken, Chimi-Churi Hanger Steak and even a Kobe Burger with Buttermilk Onion Rings. He has provided condiments to titillate the taste buds too, such as Orange Flower Honey Dijon and Lemon Pepper Mayonnaise, and sides to add an extra dimension – Root Vegetable Hash, Chickpea "Fries" and more.

The Bar's sizeable Martini Menu features the Signature "I Shoreham Happy" with Skyy Melon, melon liqueur and pineapple and the seasonal "Shoreham Rouge" with Level Vodka, Amaretto di Saronno and pomegranate juice.

Hotel guests, locals and visitors can sample Reardon's specialties daily at lunch, dinner until midnight, and at Sunday brunch. The restaurant also serves breakfast daily.

Guest Rooms, Suites and Two-Bedroom Apartment

Guest room choices are varied, ranging from Superior, available in Queen, King, and Double-queen size, to Deluxe, which offers significant upgrades, such as square footage, flat-screen TVs and fresh flowers. Deluxe rooms include Luxury Queen, Executive Queen and King, and Double-queen.

Suites include a gorgeous, "Spa-cious" Junior Spa Suite with a living room, King bedroom, Jacuzzi Spa bathtub, five-head rain shower, and two flat-panel screen TVs. The very roomy Executive One-bedroom Suite features a large living room with a Euro-style pull-down sofa, two flat-panel screen TVs and a Queen bed. The Deluxe Two-bedroom Apartment has two bedrooms, a sitting area with a contemporary convertible platform sofa and two flat-panel screen TVs. The One-Bedroom Penthouse Suite with glass sliding doors leads you to an enormous outdoor terrace facing 55th Street. The Atrium Loft Penthouse is surrounded by windows, has a heated floor, and a huge Jacuzzi tub. It is breathtaking, and ideal for parties and events, meetings or for high-level executives and celebrities wanting luxury. Coming in 2006, The Shoreham Spa & Fitness Center on the site of the old La Caravelle restaurant.

When day is done, the bottom line for any hotel guest is a good night's sleep in a comfortable bed. The Shoreham has taken that in earnest by simplifying the experience with soothing, organic colors – sage is dominant – a minimum of natural-finished furniture with simple lines; soft fabrics such as Ultra-suede, covering shadowbox headboards, and other items; and, for fun, a few strategically placed chairs and settees

upholstered in hip-patterned tapestry with monochromatic palettes of kiwi and lime.

Bathrooms are minimalist to continue the uncluttered look of the guest rooms, with high-gloss white marble tile and fixtures, grey slate vanity tops, brushed stainless sinks and chrome fittings, and satin nickel fixtures.

Belgian bed linens, luxury 300-count down comforters, new pillow-top mattresses, plush cotton terry robes, Aveda bath amenities, VCRs, Voss bottled spring water and personal safes outfit every guest room and suite. The Shoreham also provides 24-hour Room Service; complimentary *WWD (Women's Wear Daily)* and *The New York Times* (delivered to room daily), wireless high-speed Internet access, business center and incoming faxes; discounted parking at next adjacent garage; and health club privileges.

The Shoreham, 33 West 55th Street, New York N.Y, 10019, is conveniently located between Fifth and Sixth Avenues in the heart of midtown Manhattan, near Broadway theaters, Fifth Avenue's finest designer boutiques, jewelers and department stores, Rockefeller Center, the Museum of Modern Art, St. Patrick's Cathedral and Carnegie Hall. Telephone 212-247-6700; 800-255-5167 (toll-free for reservations); or www.shorehamhotel.com.

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