

For Immediate Release

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MELROSE HOTEL COMPANY LAUNCHES NEW WEB SITE

*-- The upscale hotel company rolls out a new look, easier booking engine
and a best rate guarantee --*

PHILADELPHIA, Pa. – (May 10, 2004) – In a move designed to provide customers with more personalized services, The Melrose Hotel Company announced today the launch of a new Web site. Updated photography, online RFP’s for group attendees and over 125 pages of diverse content are just a few of the features Melrose has added. The company, which operates upscale hotels in New York City, Washington, D.C. and Dallas, also created the Melrose Preferred program, a loyalty program designed to reward return guests to any Melrose Hotel property.

“With so many different resources available for making travel arrangements, booking a business trip or a weekend away can often be overwhelming,” said John J. DePaul, president and chief executive officer of The Melrose Hotel Company. “We wanted our guests to know exactly where to go for easy booking at the best rate available on the Web, enabling them to get exactly what they want out of their stay at The Melrose.”

The new Melrose Preferred program is different from others in the marketplace. It acts as a “recognition” feature that is initiated when online guests register on the site, creating a profile of their personal preferences. This initial information is captured in The Melrose’s system allowing employees to recognize a guest with each new stay. The more frequent the guest, the more familiar The Melrose becomes with the guest’s style and personal likes and dislikes. The Melrose Preferred program is designed to recognize these loyal guests, on any given stay, with rewards specific to them.

The Melrose Hotel Company worked with HyperDisk Media, Inc. of Irvine, California to create the new site functionality. The site employs new photography taken by Resorts and Great Hotels. Other features include:

- Built-in “Web-mercials” which allow visitors to view various layers of functionality without having to click through to several different places.

-- More --

- Flash animation and photo tours provide visitors with a complete view of The Melrose offerings.
- Each individual Melrose property, which is reachable via the corporate site, also has its own Web address and content with property specific information including special rates and package promotions, online RFP's for groups, hotel photo tours, reservations and information on weddings, The Landmark Restaurant and The Library Bar.

“We understood from the beginning that the Web site must engage, interact and convert our respective online guest,” said Steve Seghers, vice president of hospitality for HyperDisk Media, Inc. “We believe we accomplished this and unlike other major hotels, The Melrose Web site delivers an easy, interactive experience and provides personalized features to increase bookings and loyalty.”

About The Melrose Hotel Company

A subsidiary of Berwind Property Group, Ltd., Philadelphia, The Melrose Hotel Company was established in 2000 with the purchase of the historic Melrose Hotel in Dallas, Texas. The company continues steady growth with several subsequent acquisitions, including The Melrose Hotel, Washington D.C., The Westin Columbus in Columbus, OH and most recently, The Melrose Hotel in New York City. For more, visit www.melrosehotel.com.

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