

The Alex's Mary Lou Pollack named General Manager of the Year 2007

October 2007: Mary Lou Pollack of The Alex Hotel in New York was awarded the Frank W. Berkman Tourism Award for General Manager of the Year 2007 at this year's Annual Hospitality Sales and Marketing Association International (HSMIA) Big Apple Chapter Tourism Achievement Awards.



This prestigious award is decided by votes of all past presidents of the HSMIA Big Apple Chapter. Pollack joins a very select group of previous recipients including: Eric O. Long, General Manager of the Waldorf Astoria; Conrad Wangeman, General Manager of the Hilton New York; and Thomas G. Lewis, President and General Manager of Gray Line New York Sightseeing.

Says Pollack: "It is such a wonderful feeling to be honored by all the Past Presidents of The Big Apple Chapter of HSMIA and to be in the company of such industry greats as Eric O. Long, General Manager of the Waldorf Astoria and Conrad Wangemen, GM of the Hilton New York."

A 27 year veteran of the hospitality industry, Pollack opened The Alex Hotel in 2004 and the hotel quickly cemented its reputation as one of New York's finest hotels, gaining membership to The Leading Hotels of the World in 2005 and being awarded the AAA Four Diamond Award in Autumn 2006. Located in Mid-town Manhattan, The Alex Hotel provides a haven for visitors amidst the hustle and bustle of the city.

Prior to joining The Alex, Pollack was Vice President of Sales for Prime Hospitality Corporation in Fairfield (New Jersey). A graduate of Duke University, Pollack is also former President of the Maryland Chapter of HSMIA and Past President and Chairman of the New Jersey Travel Industry Association. She currently serves on the Advisory Board of Carino Hotels and Resorts.

For further information on The Alex Hotel visit www.thealexhotel.com

About The Alex Hotel, NYC:

When The Alex opened its doors in March 2004, it set the bar for a new generation of luxurious and comfortable accommodation. The stylish, 33-storey tower, designed by acclaimed architect Costas Kondylis & Associates, rises above midtown within steps of prime business, shopping and entertainment areas. Its 203 guestrooms and suites are a veritable feast of innovation thanks to legendary designer David Rockwell. They are outfitted with custom multi-functional furnishings and original artwork. Adding to its distinctions are a wealth of personalized services and a restaurant by star chef Marcus Samuelsson.

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