

LEADERS CLUB AWARD OF EXCELLENCE PRESENTED TO THE ALEX HOTEL

The Leading Hotels of the World Bestows The Alex Hotel with
Prestigious Leaders Club Bronze Award of Excellence

Monte Carlo, Monaco – November 17, 2007 – The Alex Hotel today announced that it has been awarded with the Leaders Club Bronze Award of Excellence from The Leading Hotels of the World. This prestigious award of operational excellence is based on criteria determined from past guest questionnaires and letters submitted by Leaders Club members.



“We are extremely pleased to be honored with such an esteemed award presented by The Leading Hotels of the World and we remain committed to providing the highest level of guest experience and satisfaction,” said Ms. Mary Lou Pollack General Manager of The Alex Hotel.

The Leaders Club Award of Excellence was presented to Ms. Pollack, accompanied by a Blancpain watch, at the tenth Annual Leaders Club Award ceremonies in Monte Carlo.

Paul M. McManus, President and Chief Executive Officer of The Leading Hotels of the World, Ltd. said, “Throughout our company’s history, our hotels have set the standard for excellence in hospitality and service. It is our pleasure to recognize The

Alex Hotel for numerous operational achievements in providing their guests with the ultimate luxury experience.”

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.

For further information on The Alex Hotel visit <http://www.thealexhotel.com>.

About The Leading Hotels of the World:

The Leading Hotels of the World is a prestigious luxury hospitality organization representing nearly 450 of the world’s finest hotels, resorts and spas and is the operator of www.lhw.com, the online source for luxury lifestyle. As the largest international luxury hotel brand, the firm maintains offices in 24 major markets across the globe.

Since 1920, the company’s reputation for excellence derives from the exacting levels of quality it demands of its members each of which must pass a rigorous, anonymous inspection covering 1,500 separate criteria.

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