

CALLING ALL BASEBALL DIEHARDS THE ROOSEVELT HOTEL IN NEW YORK CITY LAUNCHES 'FOR LOVE OF THE GAME' RATE

NEW YORK – July 7, 2008 – Baseball season is in full swing and The Roosevelt Hotel in New York City is offering a **FOR LOVE OF THE GAME RATE** in honor of the last year that the original Yankee Stadium will exist. Saluting a fellow historical entity, guests with proof of game tickets will receive the special rate starting at **\$299** until **September 1, 2008**, as well as a complimentary breakfast. Those who do not yet have tickets need not fret, as the Concierge is there to assist guests in purchasing tickets to their game of choice.

The date, August 16, is already famous in Yankees history as the date on which Babe Ruth died 58 years ago, but in 2006, it undoubtedly took on a new meaning as the Yankees broke ground for the construction of a new stadium. The new Yankee Stadium will open in 2009, replacing the third-oldest stadium in The Major Leagues, also known as, “The House That Ruth Built”. The stadium has been home to the championship Yankee teams since 1923. From Babe Ruth and Tony Lazzeri to Bob Meusel and Joe DiMaggio, the greatest American baseball players through time have made this place into what is known simply as, “The Stadium”.

As the Yankees look ahead to a future in a state-of-the-art facility, the 2008 season will likely be a yearlong celebration of a past that is unsurpassed in featuring events of distinction for the most celebrated singular franchise in American professional sports, including the 79th annual MLB All-Star Game on July 15th.

After a sunny day of cheering on their favorite team, Yankee fans return to The Roosevelt Hotel, built in 1924, only a year after the Yankee Stadium, where they can enjoy a celebratory beer at either of the hotel’s lounges. Madison Club Lounge is a loose tie gentlemen’s club offering an extensive cocktail menu in a relaxed and comfortable setting, while mad46, the new sky-high lounge that opened mid-June, offers views of midtown Manhattan with a modern and minimalist feel offsetting a creative and urban vibe.

Deemed Grand Dame of Madison Avenue, The Roosevelt Hotel stands stately in the heart of New York City -- steps from Fifth-Avenue shopping and a straight shot to the hip East Village and Lower East Side’s restaurants and bars. Offering 1,015 guestrooms, its historic heritage is reflected in the meticulously restored interiors, designed to capture the original architecture and offer modern-day amenities.

To experience the **FOR THE LOVE OF THE GAME RATE** call **The Roosevelt Hotel** toll-free at 1-800-694-1812 or visit www.theroosevelthotel.com. To purchase game tickets, please have your reservations agent transfer you to the concierge desk

*Rate per couple for a one-night stay in a superior room, based on double occupancy; subject to change. Tax and gratuity are not included. Advanced reservations required. Rate non-transferable. Offer not available for groups or in combinations with other.

*Proof of ticket purchase must be presented upon check-in. * Tickets based upon availability