

NEW ROOFTOP LOUNGE, MAD46, OPENS SKIES ON SATURDAYS

NEW YORK – July 10, 2008 – *mad46*, located at the corner of Madison Avenue and 46th, is now open on Saturday's from 5 p.m. to midnight.

Due to the recent success of The Roosevelt Hotel's new rooftop lounge that opened in mid-June, guests are now invited to enjoy their Saturdays kicking back, relaxing and enjoying a refreshing break from the hustle and bustle of the "city that never sleeps" atop the 19th floor of a legendary landmark hotel.

In form, The Roosevelt Hotel's *mad46* offers a modern and minimalist feel, but its function does not sacrifice service and spaciousness as ultra-trendy bars in the city often do. Its feel is cosmopolitan and creative, urbane without being absurd.

In addition to Saturdays, *mad46* opens its skies Monday through Thursday from 5 p.m. to midnight and Friday from 3 p.m. to midnight. Offering views of midtown Manhattan, the sky-high lounge serves as an unpretentious after-work hideaway and is accessible to visitors through an exclusive elevator located on the 46th Street entrance at the back of the hotel.

The lounge has whipped up an incredible signature drink list including the Sangria 46 Rosada, Mad Bellini and patron-favorite Mad Mojito, complete with a white-chocolate stick and shaved coconut. *mad46* also offers the Teddy-Tini - a salute to the hotel's namesake -- Teddy Roosevelt. It is rumored that Teddy drank a gallon of coffee a day, so it is only natural that this would be an espresso-tini.

"We are extremely pleased to announce the opening of The Roosevelt Hotel's new rooftop lounge," John Trovato, the General Manager of The Roosevelt Hotel, said. "With the hotel's proximity to many large corporations on Madison and Park Avenue, *mad46* will serve as an ideal hot spot for happy-hour."

Along with its signature drink list, *mad46* offers palate-pleasing lite fare for the happy-hour enthusiasts. From Poached Jumbo Shrimp Cocktail served with Absolut infused cocktail sauce to Sing Buri Cashews dusted with flavors reminiscent of a great Thai dish, the lite fare is sure to satisfy.

Deemed Grand Dame of Madison Avenue since 1924, The Roosevelt Hotel New York City is located right in the thick of things -- steps from Fifth-Avenue shopping and a straight shot to the hip East Village and Lower East Side's restaurants and lounges. 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.

For more information on The Roosevelt Hotel's new rooftop lounge *mad46*, call The Roosevelt Hotel toll-free **888-TEDDY-NY** or visit **www.theroosevelthotel.com**.