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NYC's ROOFTOP LOUNGE, MAD46, INTRODUCES NEW INDOOR SPACE

NEW YORK— The sleek and secluded mad46, The Roosevelt Hotel's rooftop lounge (corner of Madison and 46th), recently reopened its skies to warmer breezes after a winter hiatus. Now back in full swing, the lounge is open five days a week, Monday through Friday from 5 p.m. until midnight. Panoramic views of city sites such as Times Square and Madison Avenue entice guests back to this Midtown Manhattan hideaway atop the 19th story of the legendary landmark.

Now in its second season, mad46 is offering a classy new indoor area with 1,300 square feet as well as new outdoor rooftop awnings. This Midtown marvel now serves as a dual purposed rooftop lounge perfect for rainy afternoons and escaping the summer heat. Two 12-foot sliding glass doors lead out to the rooftop and allow guests to enjoy an unsurpassed view of Manhattan. Private tables illuminated by candles allow for solitude while a mirrored open flow design makes it easy for bar patrons to move freely between the indoor and outdoor space.

mad46 is once again serving up an incredible signature drink list, including the patron-favorite Mad Mojito, complete with a white-chocolate stick and shaved coconut, as well as a salute to the hotel's namesake, Teddy Roosevelt, with the espresso Teddy-Tini (it is rumored that Teddy drank a gallon of coffee a day). New and deliciously creative cocktails are now available such as mad46 Rocks, Absolut and pineapple juice garnished with rock candy, and the Ultimat 46'er, an Ultimat Vodka and Sauvignon Blanc creation served over ice with freshly muddled grapes. Along with its signature drink list, mad46 offers palate-pleasing lite fare for happy-hour enthusiasts.

An exclusive elevator, accessible from the 46th Street entrance at the back of the hotel, ascends directly to this airy lounge. Above the hustle and bustle of the city, this unpretentious after-work hot spot does not sacrifice service and spaciousness as ultra-trendy bars in the city often do. Its feel is cosmopolitan and relaxed, refreshing guests with its ultra chic surroundings and elegantly minimal furnishings.

To learn about special offers and events at mad46, call 212-885-6095 or visit **www.mad46.com**.

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ABOUT THE ROOSEVELT HOTEL

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. 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. The Roosevelt Hotel's rooftop lounge, mad46 welcomes guests and New Yorkers alike to enjoy an unsurpassed Midtown view atop the 19th floor above the hustle and bustle of the "city that never sleeps." Stay current with up-to-date information from The Roosevelt Hotel by checking the hotel's blog at www.TheNYKknow.com.

For more information, call The Roosevelt Hotel toll-free at 888-TEDDY-NY or visit www.theroosevelthotel.com