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GUESTS DEFROST WITH THE “COMFORT STAY” PACKAGE AT THE ROOSEVELT HOTEL, NYC

NEW YORK CITY – March 2, 2010 – Offering a warm respite to snowbound sufferers, The Roosevelt Hotel in Midtown Manhattan invites guests to leave winter blues behind with the **COMFORT STAY** package, starting at **\$229/night through Sept. 6, 2010**. From cozy extras ranging from a Roosevelt Hotel Teddy Bear and milk and cookies upon arrival, to daily breakfast at the Roosevelt Grill and late checkout, visitors slip out of their boots and coats at the legendary hotel to take a much-needed break from dropping temperatures.

COMFORT STAY Package

\$229/night *

Upgrade to a Junior Suite is an additional \$100/night**

Now – Sept. 6, 2010

- Cozy accommodations in a spacious Superior Room
- Milk and Homemade Cookies upon Arrival
- Roosevelt Hotel Teddy Bear, in honor of the hotel’s namesake
- Full American Breakfast at Roosevelt Grill
- High-Speed Internet Access from the comfort of the hotel’s plush bedding
- Late Checkout to keep tired tootsies warm even longer
- Access to The Roosevelt Hotel’s 24-hour Health Club

Greeted with a signature Roosevelt Hotel Teddy Bear, milk and homemade cookies, hearts and hands alike are warmed upon arrival at The Roosevelt Hotel. Guests are immediately transported to the grandeur of old New York while the neo-classical lobby and its gilded adornments capture the buzz and electric current the “city that never sleeps” is known for. After settling into cozy accommodations in one of the hotel’s authentic guestrooms, visitors warm up to complimentary high-speed Internet access and the Full American Breakfast for two at Roosevelt Grill, offering a parade of palate pleasing morning specialties such as the melt-in-your-mouth Grand Central Eggs or popular Madison Avenue Breakfast.

Visitors in search of more “spirited” indulgences indoors can choose to visit The Roosevelt Hotel’s own Madison Club Lounge, where dark mahogany walls, a mahogany bar, stained-glass windows and fireplaces create a loose-tie Gentlemen’s library atmosphere complete with extensive cognac, port wine and single malt scotch lists.

The newest addition to the Midtown Manhattan hideaway, Vander Bar, presents a wide variety of beers on tap, as well as a menu containing light fare ranging from Mini Lobster Rolls to tempting Beef Tacos sure to warm patrons from the inside out.

With late checkout included, guests sleep in and keep warm for a few extra hours before heading out to face reality.

To book the **COMFORT STAY** package, call The Roosevelt Hotel toll free at **888-TEDDY-NY** or visit **www.theroosevelthotel.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. From April to October, 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.TheNYKnow.com.

*Package must be booked by Aug. 31, 2010 and consumed by Sept. 6, 2010. For an additional \$100/night, reservation can be upgraded to a Junior Suite, based on availability. Offer not valid on current reservations. Blackout dates may apply. Hotel reserves the right to substitute any incentive(s) with an award of equal value, based upon availability. Not valid on group bookings. Cannot be combined with any other offer. Maximum of two breakfasts per room. Advanced reservations recommended. Tax and gratuities are not included.