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MAD46 ROOFTOP LOUNGE RETURNS AT THE ROOSEVELT HOTEL, NEW YORK CITY

NEW YORK – Feb. 24, 2010 – The sleek and secluded mad46, The Roosevelt Hotel, NYC's rooftop lounge located on the corner of Madison and 46th, reopens its skies to warmer breezes April 1, 2010 after a winter hiatus. Throughout the month of April, the lounge will be open three days a week, Wednesday through Friday from 5 p.m. to 10 p.m., and fully reopens six days a week starting in May. Rising temperatures and 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 hotel.

Offering an expanded indoor space this season, complete with retractable glass windows and convenient bar access inside, mad46 is accessible from the 46th Street entrance at the back of the hotel where an exclusive elevator ascends directly to the 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 outdoors with its ultra chic surroundings and elegantly minimal furnishings, while the two expansive indoor areas now offer the same breathtaking views and deliciously creative cocktails in a fully air-conditioned lounge, perfect for private parties, rainy afternoons or escaping the summer heat.

mad46 is serving up an incredible signature drink list, including the return of 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).

Along with its signature drink list, mad46 offers palate-pleasing lite fare for happy-hour enthusiasts ranging from the melt-in-your-mouth Kobe Beef Sliders to the Hudson Valley Cheese Plate complete with fresh fruit.

For more information on The Roosevelt Hotel's rooftop lounge 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. 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.