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THE CARLTON HOTEL ON MADISON AVENUE JOINS PREFERRED HOTEL GROUP

(NEW YORK, NY – October 28, 2008) – Beginning October 31st, The Carlton Hotel on Madison Avenue will be listed as an official member of the Preferred Hotel Group, a global leader in the hospitality industry, delivering high-performance sales, marketing, and technology solutions to more than 600 independent hotels and resorts in over 65 countries. The new GDS code for The Carlton is PH.

“We are honored to work with Preferred Hotels & Resorts” said Brett Deckard, General Manager of The Carlton on Madison Avenue. “The Preferred network will align nicely with our sales and marketing efforts and support our hotel’s new branding and design re-launch.”

All Preferred Hotels & Resorts embrace the award-winning Standards of Excellence™, an extensive quality assurance program. For more than 40 years, the brand’s legendary commitment to quality has ensured an unparalleled guest experience, from the very best amenities to superb service.

An iconic hotel nestled in the heart of Manhattan, The Carlton Hotel on Madison Avenue is currently completing a multimillion dollar renovation with The Rockwell Group, which is set to showcase the property with a new social and sophisticated aesthetic. Blending turn-of-the-century beauty with cutting-edge amenities and energy, The Carlton makes a great home base to explore New York City.

ABOUT THE CARLTON ON MADISON

The Carlton on Madison Avenue is located in Midtown South Manhattan, between New York City’s Gramercy Park and Murray Hill neighborhoods. Situated in the heart of Manhattan’s business, shopping and entertainment districts, the hotel is within walking distance from the Empire State Building, Times Square, Madison Square Garden, Jacob Javits Convention Center, the Broadway theatre district and Fifth Avenue shopping. The hotel is managed by Gemstone Hotels & Resorts. For more information on The Carlton on Madison Avenue please visit www.CarltonHotelNY.com.

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ABOUT GEMSTONE RESORTS

Headquartered in Park City, Utah, with offices in Stamford, Conn., Gemstone Hotels & Resorts, LLC, is a full-service management and asset management company that specializes in luxury and upscale urban hotels and complex resorts. The company is engaged in resort and unique hotel marketing and management and asset management for a variety of major hotel real estate investors and owners. Gemstone currently manages or asset manages more than 20 projects. Additional information about the company may be found at www.gemstoneresorts.com.

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THE CARLTON HOTEL FACT SHEET

THE HOTEL:

The Carlton hotel originally opened as Hotel Seville in early 20th century New York City as a tribute to the ornate elegance of old New York. Opening in 1904, just months before the opening of the subway, Hotel Seville was one of several hotels in the early part of the century to transform the neighborhood's low-scale blocks into a chic, high-rise avenue. Now, over 100 years later, the hotel completed a multi million dollar transformation by world-renowned architect David Rockwell infusing the hotel with an ultra-modern spirit while preserving the design-forward elements of the hotel's historical aesthetic.

LOCATION:

This historic, luxury New York City hotel is located in Manhattan's emerging Madison Square Park district, at 88 Madison Avenue. The Carlton is conveniently located in mid-town within walking distance of the Empire State building, Penn Station, Madison Square Garden, the Flatiron district and Grand Central Station.

ACCOMMODATIONS:

David Rockwell designed the 317 guest rooms featuring traditional design elements with a modern twist, with custom furnishings, fabrics, wall coverings, carpets and finishes juxtaposing light beige and blue accents with distressed mirrored furnishings, polished nickel, tall leather headboards and dark walnut trimmings.

Among the largest for a luxury Manhattan hotel, the rooms exude guest comforts with pillow top mattresses, luxurious linens and down feather comforters, executive work desks with built in internet data ports, 42" flat screen LCD TVs, and marble bathrooms with lighted make-up mirrors and Molton Brown bath amenities.

HOTEL BARS & RESTAURANTS:

The Carlton's signature restaurant, Country, brings together the grandeur of old New York and the style and practicality of modern cuisine. Country has been awarded three stars by The New York Times, was a Travel & Leisure "Best New Hotel Restaurant" and holds a Michelin Star.

The 120-seat dining room features soaring 28-foot ceilings, arched windows, and reclaimed wood herringbone patterned floors and is filled with leather

banquets, chesterfield sofas and marble table tops. An energetic, four-sided zinc bar, centered in the room, bustles with activity as guests come and go. The restaurant offers a French-American a la carte menu for breakfast, brunch, lunch and dinner. The menu changes regularly to accommodate daily deliveries and special arrivals from throughout the United States as well as France, Spain and Italy.

The restaurant is accessible from the street or via Madison Avenue through the lobby of the Carlton hotel. Country also provides room service for hotel guests.

MEETINGS AND EVENTS SPACE: With over 6,000 square feet of meeting space, The Carlton hotel offers six private meeting rooms with windows in addition to four gorgeous event spaces including the original grand ballroom of the Seville, which has a stunning, Tiffany-style glass dome skylight. The spaces are ideal for everything from intimate business affairs to large scale corporate and social events accommodating up to 350 guests. Offering the ideal Manhattan meeting experience, The Carlton provides a relaxed elegant setting, privacy, luxurious accommodations, food and beverage by Country restaurant, complimentary wireless internet access and superior service.

Meeting Rooms Include:

The Seville Room –1750 square feet

Gramercy – 922 square feet

Flatiron – 577 square feet

Union Square – 460 square feet

Kips Bay - 420 square feet

Madison Avenue – 415 square feet

Murray Hill – 370 square feet

HOTEL SERVICES:

- 24-hour in-room dining
- 100% Non Smoking Hotel
- Full concierge service
- Complimentary high-speed and wireless internet access
- Pet Friendly Hotel (25 lbs limit)
- Valet parking
- 24 hour Business Center
- Secretarial services
- Meeting and event space for up to 350 people
- Notary public
- Courier service
- Complimentary Access to Fitness Center
- Same day laundry service
- Express Check-Out

GUEST ROOM AMMENITIES: In-room iPod docking station
Full in-room mini bar
Molton Brown luxury bath amenities
In-room safe
42" flat screen LCD Televisions
Oversized guestrooms
Executive work desk with leather desk chair
Built in internet data ports
Illuminated bathroom make-up mirror
Hairdryer
Iron and board
Movies and cable television

ACCESS: The Carlton hotel is easily accessible by car or subway.
The 6, R & W subways lines are within two blocks of the hotel; valet parking is available as well.

MANAGEMENT: Gemstone Hotels & Resorts

AFFILIATION: Preferred Hotels

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**THE CARLTON ON MADISON AVENUE INTRODUCES AN
ALL-INCLUSIVE MEETINGS PACKAGE**

*Simple, value-packed billing plan is ideal for groups
of all sizes*

The Carlton on Madison Avenue's new "All-Inclusive Meetings Package" offers value-packed items for groups in a simple all-in-one package. Located in the heart of New York City within walking distance to the Union Square Farmer's Market, Madison Square Garden, Empire State Building, Madison Square Park, and Fifth Avenue shopping, The Carlton is a gem for group meetings.

With over 6,000 square feet of meeting space designed by renowned architect David Rockwell, The Carlton on Madison Avenue offers seven unique meeting rooms ideal for everything from intimate business affairs to large-scale corporate and social events accommodating up to 350 guests. Offering a one-of-kind Manhattan meeting experience to those looking to work hard and play hard, The Carlton on Madison Avenue offers a relaxed yet elegant setting, privacy, luxurious accommodations, food and beverage by Country restaurant, complimentary wireless internet access, and superior service.

The Carlton on Madison Avenue's new "All-Inclusive Meetings Package" includes:

- Complimentary room rental
- Complimentary flip chart with markers
- Complimentary Wi-Fi
- Continental breakfast
- AM break beverage service
- Lunch
- PM break beverages and snack service
- All day beverage service

* Package is \$165.00 per person with a minimum of 10 people (excluding tax and service charge). Offer valid for new business only. Offer valid for bookings booked through 2009.

MEETING AND EVENT ROOMS AT THE CARLTON ON MADISON AVENUE

Meetings at The Carlton on Madison Avenue can be held in a classroom-style room, or chairs and tables can be rearranged to form a hollow-square, u-shape,

or even a theater-like setting. For receptions or cocktail parties, rooms can be combined and set up with banquet round tables, or can be left as open space to accommodate larger events.

- **The Seville Room** –1750 square feet
Can be subdivided into 3 rooms plus pre-function access to a 300 square foot lobby
- **Gramercy** – 922 square feet
Accommodates 35 Classroom, 60 Rounds, 24 Conference, 65 Reception, 45 Theatre
- **Flatiron** – 577 square feet
Accommodates 25 Classroom, 30 Rounds, 20 Conference, 40 Reception, 25 Theatre
- **Union Square** – 460 square feet
Accommodates 25 Classroom, 30 Rounds, 22 Conference, 50 Reception, 30 Theatre
- **Kips Bay** - 420 square feet
Accommodates 15 Classroom, 30 Rounds, 18 Conference, 30 Reception, 25 Theatre
- **Murray Hill** – 370 square feet
Board room Accommodates: 14 Conference
- **Madison Avenue** – 415 square feet
Accommodates 30 Rounds, 30 Reception, 20 Conference

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ABOUT THE CARLTON ON MADISON AVENUE

In the final phase of completing another impressive multi-million dollar renovation by world renowned architect David Rockwell of The Rockwell Group, The Carlton on Madison Avenue blends old world luxury and Beaux-Arts flourishes, with stylish modernism. The Carlton features one of the city's most beautiful hotel lobbies. The vaulted ceilings, marbled floors, floor-to-ceiling suede paneled walls, soothing waterfall, and rich mahogany frame the lobby. Originally designed by Harry Allen Jacobs, and completed in 1904 as The Seville Hotel, The Carlton on Madison serves as a historic reminder of New York's elegant past. The Carlton on Madison Avenue is also a member of the Preferred Hotels® & Resorts, a brand of Preferred Hotel Group™. Additional information on the hotel may be found at www.carltonhotelnyc.com

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**THE CARLTON HOTEL
A BRIEF HISTORY OF NEW YORK'S QUINTESSENTIAL
MADISON AVENUE LANDMARK**

New York, NY (July 2009) – The Carlton hotel originally opened as Hotel Seville in early 20th century New York City as a tribute to the ornate elegance of old New York. Opening in 1904, just months before the opening of the subway, Hotel Seville was one of several hotels in the early part of the century to transform the neighborhood's low-scale blocks into a chic, high-rise avenue. Now, over 100 years later, the hotel completed a \$60-million transformation by world-renowned architect David Rockwell infusing the hotel with an ultra-modern spirit while preserving the design-forward elements of the hotel's historical aesthetic; in fact, a few of the original interior features and details remain despite the space having undergone these extensive renovations.

Seeing promise in the 29th Street and Madison Avenue location, esteemed hotel investor Maitland E. Graves purchased the corner site in 1901 and began construction in what would become a three year project. In fact, the original Tiffany store was located in the same vicinity on 25th Street and Park Avenue. Graves commissioned the prominent Beaux Arts architect, Harry Allen Jacobs, whose boisterous design character is evident in the façade's ornate detail. One of Jacobs' earliest commissions, he included a rusticated limestone base; red brick and white terra-cotta trim; and three-dimensional sculptural ornaments, such as rounded copper bays, cartouches and large third-story panels with foliage and lion heads. Additionally, with the main entrance on 29th Street, Jacobs and Graves were able to build impressive, public rooms on the east side, overlooking the prestigious Madison Avenue.

The opening of The Seville – so named because of Graves' love for Seville, Spain – was wildly successful. Less than two years later in 1906, Graves commissioned Charles T. Mott, a prolific designer of middle-class row houses, to construct a west-side addition that would stretch the hotel from East 29th Street to East 28th Street. Simplifying the grandeur of Jacobs' original design, Mott's addition included windows along its western façade giving guests fantastic views all the way to Fifth Avenue.

As New York became a vivacious and compelling international destination, the Seville Hotel continued to grow in popularity as well. During this time, legend has it that Harpo Marx served as a bellboy at the hotel and in fact developed several skits based on his experiences at the hotel. In addition, it has been rumored that during the prohibition years, The Seville gained popularity as a speakeasy for many New Yorkers.

In 1985, the hotel was taken over by new owners who completely refurbished the guest rooms bringing in a breath of fresh air into this New York City landmark.

In 1987, the hotel underwent major upgrading that included restoration of the façade, and was renamed The Carlton Hotel on Madison Avenue.

In 2003, David Rockwell was brought on to introduce a multi-tiered effort to return the Carlton to the splendor of its former years. The plan included the development of acclaimed restaurant Country, and Café at Country with world renowned Chef Geoffrey Zakarian. In addition, they embarked on a full hotel refurbishment and redesign led by David Rockwell.

As a core tenant of the refurbishment, the Rockwell Group focused on modernizing the hotel while respecting the rich history behind this property. For example, Rockwell so admired the fleur de lis on the second floor of the original hotel that he incorporated this art throughout the newly designed hotel. In addition, Rockwell hand picked and restored a vintage bar that was used back in 1912 for famous patrons such as Frank Sinatra and installed at the hotel's restaurant. Similarly, Rockwell restored numerous other antique elements of the hotel including a stunning, Tiffany-style glass skylight that had been painted over to deter air raids during World War II. Other highlights include the transformation of the hotel's lobby and lounge as well as the exterior façade and the hotels' 317 guest rooms.

Similarly, one of The Carlton's most captivating focal points is the lobby's cascading two-story waterfall revealing an oversized vintage black and white photograph of the hotel taken in 1924 as The Seville Hotel.

In 2007, Gemstone Resorts took over management of the property and in November 2008, The Carlton became a member of the Preferred Hotel Group.

For information and reservations, contact (212) 532-4100 or visit www.carltonhotelny.com.

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