

M I N N E A P O L I S

THE MARQUETTE

H O T E L

For Immediate Release:
Marquette Hotel Announces
Completion of Year-Long
Multi-Million Dollar Renovation

MARQUETTE HOTEL MOVES INTO SUMMER 2004 WITH COMPLETION OF 5- STAR MAKEOVER OF It's 19 FLOORS & 281 NEWLY REMODELED GUEST ROOMS & SUITES

(MPLS. MN • JULY 2004) This spring, after nearly 15 months of renovation, the final portion of the Marquette Hotel's major \$13.5 dollar makeover has been completed. According to **General Manager Gerard Viardin**, "It's been a long and exciting year of change, and we are so pleased to see all of our 281 guest rooms will be completed and available to our guests this month. It's the frosting on the cake for this multi-million dollar property improvement project."

After working around the clock and thru the holiday season, with just a portion of hotel capacity available for use each month, the hotel staff is delighted to have all 19 floors up and running. "We're very pleased with the results," Viardin adds, "and think we have combined the utmost in luxury, design and service for our guests as well. By the compliments they've been receiving, hotel guests agree. Before the rooms were completed, the hotel, located in the heart of the city at **IDS Center**, addressed changes in the lobby and **MARQ VII Lobby Bar** as well as the special event center dining rooms, **WINDOWS ON MINNESOTA**, located on 50th floor of the adjoining IDS Tower.

Viardin, explained, "Our hotel team, a division of the **Hilton International Group**, earmarked the first \$3 million for the 2003 roll-out of **WINDOWS** last spring. Then, during the fall of 2003 and winter of 2004, we were able to move forward on the \$10.5 million package applied toward the hotel's upgrade from the lobby to the top of the 19th floor, working on about 4 floors at a time.

NEW BEDROOMS & SUITES PROMISE MORE THAN A GOOD NITE'S SLEEP

On any tours of the renovated rooms, guest's attention will be directed to the new furnishings and large new comfortable beds - one of the biggest expenses in the 281 room remodeling. "Some say it's like sleeping on a cloud," smiled **Brian Schmechel, Director of Sales & Marketing** at the hotel. "After my own sleep test, I have to agree" In fact, both he and Viardin (as well as other staff members) gave these new Pillow-Top Sealy Posturepedic™ mattresses a sleep test before the nearly \$75,000 order for 300 mattresses was official. "Sealy was the logical choice for us," explained Gerard. "As we selected the amenities and services we felt would be important to our guests. We also want them to feel they can enjoy the comforts of home while traveling - and I always believe getting a good night's sleep is paramount."

Schmechel adds, "In addition to the new mattresses - we've devoted a great deal of attention to the linens and the thread count (316 Egyptian cotton) and decided on a duvet-comforter in place of the traditional bedspread for additional cozy guest comfort." He goes on to say,

"Our guests are already telling us they love the bedding as well as other nice touches in these new brighter rooms, and that includes: New floor-to-ceiling mirrors on the sliding closet walls, mirrored wall accents in both the bed and bathrooms, and a large 8ft. crescent, moon-shaped work desk in each room. The popular 24 inch, built in TV sets, have new oversize armchairs facing them with cushioned ottomans along side the room's large sofas."

Granite-topped cabinets now house the mini-bar & snack refrigerators and complimentary coffee maker and ironing boards with irons, hairdryers and new electronic alarm clocks and radios are all standard as well. On the top five floors (floors 15 to 19), the hotel has also added to each of its 96 executive rooms, a granite foyer entrance, new glass doors on the tubs, luxury backlit halo-lighting at the headboards for reading, steam baths and hi-speed internet. The results? Guests will no doubt remember their stay and comfortable setting that is most definitely defined by the Marquette's new slogan- Renowned. Refined. Redesigned.

The Marquette Hotel is located in the heart of downtown Minneapolis and has been providing elegant accommodations, and superior, attentive service for more than 30 years.

Hilton International, a subsidiary of Hilton Group PLC, and Hilton Hotels Corporation have a worldwide alliance to market Hilton, the world's best-known hotel brand. Collectively offering more than 2,500 hotels in over 70 countries worldwide, both companies are recognized as leaders in the hospitality industry.

Gerard Viardin is available for business interviews on this multi-million dollar project as are the other principals on the project by calling - Pat Lindquist or Brian Schmechel, below.

Further information is also available on the hotel website at: www.marquettehotel.com

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