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Denihan Hospitality Welcomes Families as Group Completes Multi Million Property Refresh Across Hotels & Suites Brands with Family Friendly Accommodations

New York, September 6, 2019: Denihan Hospitality Group has completed a refresh of their New York City-based Affinia Hotels & Suites collection, which includes upgrades across the three properties: Shelburne Hotel & Suites, by Affinia in Murray Hill, Gardens Suites Hotel, by Affinia on the Upper East Side, and Fifty Hotel & Suites, by Affinia in Midtown. The \$35M in improvements included renovations to rooms and public areas as well as new family-friendly partnerships and a thoughtful art program woven throughout the hotel collection that showcases the work of local artists and echoes Denihan's rich history in the arts in the NYC market. Also in New York City, The Surrey, The Benjamin and The James New York – NoMad all have been refreshed in recent years to cater to visiting families.

With a collection of family-friendly accommodations in the most desirable neighborhoods of NYC, families have the space to connect, enjoy and relax. Guests can even take advantage of connecting rooms & suites and thoughtfully curated family and kid programming for a more authentic stay. Whether planning a trip be for a multi-generational holiday or a long-stay getaway, family time is now. Early check-in and Late check-outs are available across every hotel brand.

At *Affinia Hotels & Suites* there is room to spare for large families, plus connecting rooms. The collection has introduced "Affinia Junior", a kid's package with backpack, coloring books and more. A notable aspect to the Affinia Junior program is an opportunity for kids to "sleep under the stars" with Affinia's Starry Night Camp-In experience. This is an interactive way for your kids to have fun and get their imaginations running where a Starry Night Camp-In experience can be set up in your room upon arrival: Play make-believe with the use of a 6' teepee from Land of Nod; Sleep under the stars with a Starry Night Light; and enjoy a "Good Night New York City" bedtime story. Also, key to note; all the properties in the Affinia portfolio had a previous life as residential buildings and were transformed by Denihan into spacious hotels with residential-style offerings that allow guests to "live like a local." Every hotel room within the Affinia collection is larger than a typical New York City apartment, and the spacious layouts and outdoor spaces make the Affinia collection an ideal home base for families and guests traveling with pets. In a time when micro-hotels are trending at 250 square feet and below, Affinia is

refreshingly offering the opposite: comfort, space and a welcoming, friendly environment that feels like a home away from home. Now with a revitalized collection, Affinia Hotels offer on average much larger room than the rest of the market -- with Fifty Hotel & Suites offering 363 to 750 square foot rooms, Shelburne Hotel & Suites ranging from 300 to 825 square feet and the largest at the all-suite Garden Suites Hotel ranging from 500 square feet and up.

The Surrey, known for their private residential salons and suites, is literally steps to Central Park Zoo. A new addition to The Surrey family is "The Surrey Swan". The adorable swan stuffed animal is available to children with a special bedtime story explaining how The Surrey welcomed the swan after they lost their way from nearby Central Park. And at *The Benjamin* the spacious rooms and suites, plus adjoining rooms make home to Winks' Kidzzz Club with kid-sized bathrobes, stuffed animal (the hotel's mascot owl) and bedtime books.

All the hotels are in close proximity to the best holiday activities for families that New York City has to offer from The Radio City Christmas Spectacular, The Macy's Day Parade, SAKS Fifth Avenue lightshow, to numerous Nutcracker performances at theaters in mid-town. The collection of family-friendly accommodations from Denihan Hospitality offers ample amenities for kids and are walking distance to the best experiences in New York City to explore.

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About Denihan Hospitality

Denihan is a privately-held, full-service hotel management and development company. The Company owns and/or operates boutique hotels in major urban markets throughout the U.S. For over 50 years, Denihan has been creating value by acquiring, repositioning and managing independent assets. The Denihan portfolio includes properties operating under The James and Affinia Hotels & Suites, as well as Manhattan independent boutique hotels, The Benjamin, and The Surrey, voted #1 hotel in New York City in Travel + Leisure's 'World's Best Awards' in 2016 and 2017. The portfolio also includes an impressive list of chef-driven restaurants and bars. Denihan's uniquely guest-centric approach, refined through three generations of Denihan leadership, has made it an industry leader in hospitality, property and restaurant development, as well as hotel operations, management and marketing. More details can be found at www.denihan.com.