

THE BENJAMIN

FACT SHEET

ADDRESS: 125 East 50th Street at Lexington Avenue
New York, NY 10022

PHONE: For reservations call: 1-888-4-BENJAMIN
Hotel tel: 212-715-2500
Hotel fax: 212-715-2525

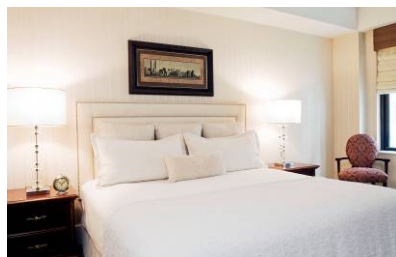
WEB SITE: www.TheBenjamin.com

OVERVIEW: In November 1997, members of the Denihan family purchased the former Hotel Beverly and renamed it **The Benjamin** in honor of the family-owned company's founder, Benjamin Denihan, Sr. The Benjamin. Denihan's first luxury property, opened on April 16, 1999 following a \$30 million renovation. The Benjamin is an intimate and sophisticated boutique-style hotel that caters to and anticipates the needs of the modern business and leisure traveler, offering warm, personalized service in a "seamless" and professional manner.

LOCATION: The Benjamin is located in the heart of midtown Manhattan at the corner of Lexington Avenue and 50th Street. The neighborhood is known for its proximity to famous sights such as Rockefeller Center and the legendary shops of Fifth Avenue. Numerous museums, art galleries and specialty stores are also nearby.

**GENERAL
MANAGER:** Andrew Labetti

ACCOMMODATIONS: The hotel features 209 rooms and suites. Guests may choose from a range of accommodations, including superior guest rooms, deluxe studios and one- and two-bedroom suites. Connecting suites and private tower floors and terraces are available.



The hotel offers:

- 48 superior guestrooms
- 64 deluxe studio suites
- 79 one-bedroom suites
- 17 deluxe one-bedroom suites (16 with private terrace)
- 1 two-bedroom suite with private terrace

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***IN-ROOM
AMENITIES:***

All deluxe accommodations include sitting areas and fully equipped galleys with refrigerator, microwave ovens, automatic coffee makers, dishware and stemware, cooking and dining utensils, an honor bar and complimentary coffee and tea.

Guest room amenities include:

- 42" Plasma TV with movies, video games and Internet browser
- iPod alarm clock/radio
- Electronic in-room safe
- Honor mini-bar
- Fully equipped galley kitchen
- Down-filled comforter and Anichini bedding
- 12-choice pillow menu
- Plush bathrobes
- Magnifying makeup mirror
- Hairdryer
- Aromatherapy bath products by Elemis
- Complimentary daily newspaper of choice

***BUSINESS
FEATURES:***

The Benjamin is distinctive in its technological capabilities. The building has the capacity to accommodate the requirements of today's business traveler as well as support future technological advancements. The staff caters to the needs of today's modern executives.

Rooms feature:

- High-speed Internet access in every room
- Two-line speakerphones with dataport
- Voicemail and direct private line service
- Personal computers (upon request)
- Personalized guest business cards
- Executive desk with moveable workstation and ergonomic chair
- Task lighting with outlets

SLEEP AMENITIES: The Benjamin is unique for its luxurious stamp on sleep.



Sleep Guarantee:

- 12-choice Pillow Menu
- Sleep Concierge
- Custom-designed Benjamin Bed

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- Executive Nap
- Bedtime snacks
- Lavender Turn down
- Winks' Kidzzz Club
- Dream Library
- Sleep-inducing spa treatments and room service options
- White noise machine
- Lullaby music library
- Argon gas-filled windows

SPECIAL SERVICES: The hotel also provides:

- Business services
- 24-hour state-of-the-art fitness room as well as a steam room to relax in after a tough workout
- 24-hour room service, serviced by The National
- Turn-down service
- Personal shopping
- Same day valet/laundry
- Shoe shine
- Multilingual concierge

DESIGN:

Built in 1927, the former Beverly Hotel was considered to be one of the most successful creations by famed architect Emery Roth. The edifice so inspired artist Georgia O'Keeffe that she painted it as the subject of her piece "New York—Night."

The Benjamin continues to remain a historical architectural fixture in Midtown. Throughout the last 11 months, Denihan's team of interior designers has worked in concert with the Rockwell Group and James Mohn Design Studio to refresh the interior of this timeless gem.

The first phase of the redesign was conducted from June – November 2010 by the Rockwell Group with the creation of Chef Geoffrey Zakarian's all-occasion grand café, The National. Additionally, the 2nd floor was reconfigured to create five residentially styled modular rooms for premiere events, and an intimate Benjamin Guest Lounge was conceived to include a seating area and two repurposed 7-foot steamer trunk work stations.



Under the direction of the James Mohn Design Studio, the last touches of final phase of new look of The Benjamin are currently in progress and slated to conclude in late-August. For the hotel's lobby design, Mohn channels the intimacy and refinement of a luxurious Park Avenue residential study, where the designer has incorporated a seating area with a sofa, two wingback chairs and an iron clad coffee table. One of the most delightful details is an oversized floral patterned area carpet, which will come into "full bloom" from an elevated vantage point from the second floor overlook. One of the most flattering modifications to the lobby will be the integration of soft gallery

lighting, reading lamps and decorative sconces, which are meant to kiss the skin with soft illumination.

DÉCOR:

Suites and guest rooms are luxuriously furnished and include custom armoires, oversized club chairs and sleep sofas. Guest rooms are decorated in warm tones, with fabrics of soft chenille, mohair and linen, and mahogany-finished furniture. Galleys feature single-serve coffee makers, microwaves, glass door cabinets and granite countertops.

RESTAURANT:

The Benjamin is dedicated to creating unique and thoughtful experiences. With this in mind, the property partnered with *TV Food Network* Chef



Geoffrey Zakarian to bring his all-occasion James Beard Award-winning restaurant, **The National**, to The Benjamin guest. Designed by the Rockwell Group, the 125-seat restaurant is modeled after the traditional European grand cafés and tailored to Midtown Manhattan's unique culture and clientele. The National offers classic bistro

dishes with Zakarian's signature Modern American touch, a style of cooking that earned him critical acclaim at his previous establishments TOWN and Country. His longtime associate and former executive sous chef at Country, Paul Corsentino, serves as executive chef for The National.

ECOTOURISM HIGHLIGHTS:

The Benjamin features a comprehensive program designed to ensure that the hotel is environmentally responsible. The property works with HVS Eco Services to optimize energy efficiency, water conservation and streamline solid waste management through recycling, reusing and conserving costly resources.

The hotel has received HVS Eco Services' ECOTEL® five-globe status in the areas of:

- Energy efficiency
- Water conservation
- Employee education/community service
- Legislative compliance/land preservation
- Solid waste management

The Benjamin is also proud to partner with Clean the World, an organization that provides recycled soap products and educational materials to impoverished families around the globe. The Benjamin donates its used solid and liquid soap amenities to this innovative program.

THE BENJAMIN WELLNESS SPA:

Guests can de-stress at the hotel's **Wellness Spa**. Known for its progressive Elemis treatments, state-of-the-art facilities, pampering products and holistic philosophy, the spa offers travelers a wide range of services. Certified therapists provide a full range of spa services and treatments.

**PREMIERE
MEETINGS
& EVENTS:**

The Benjamin offers more than 2,200 square feet of newly redesigned meeting and event space. Chic residential design elements include refined details such as customized art fixtures, thought-provoking artwork, beautiful arched windows and a spiral staircase. The Benjamin provides state-of-the-



art technology such as flat screen TVs, WI-FI, video conferencing capabilities, etc.

Menus for all gatherings are individually crafted by Chef Geoffrey Zakarian and executed by his culinary team at The National.

Room Capacity:

- The Lexington Rooms offer four modular spaces which can be converted to accommodate 100 people for a seated event.
- The Corner is ideal for receptions of 60 and accommodates seated events for 40 people.

RESERVATIONS:

For best available rates and special offers, visit www.benjamin.com, call 212.715.2500, or contact your travel professional.

Airline systems access code: NY.

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