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THE FRANKLIN HOTEL ANNOUNCES COMPLETION OF 12-MONTH RENOVATION

Smart and stylish boutique property debuts as the Upper East Side's hidden gem

New York, NY (March 2008) – A 12-month renovation of The Franklin Hotel has uncovered a hidden gem in Manhattan's prestigious Upper East Side. Hailed as one of New York City's most romantic hotels, the 50-room Franklin sits nestled on a quiet, tree-lined street in the heart of the city's cultural center.

"Our guests are discerning, sophisticated travelers who expect an authentic New York experience, which we believe The Franklin delivers through its high standard of bespoke service and smart, stylish character," noted Jeff Harvey, Vice President and Director of Operations for Willow Hotels, the managing company for The Franklin. "We believe the recent renovation unearthed a quintessential neighborhood gem that is one of the few remaining hotels on NYC's renowned Upper East Side.

Upon arrival at The Franklin, guests are greeted by a friendly staff dedicated to providing a highly personalized standard of service and meeting the needs of even the most discerning traveler. Unpretentiously stylish and intimate in scale, The Franklin boasts a new décor throughout the hotel with sophisticated furnishings and contemporary appointments. The hotel's front parlor has a familiar and welcoming feel to it and offers guests a quiet place to relax and escape the hustle and bustle of New York City. Adjacent to the lobby is an intimate café sitting area where guests can unwind nightly with a selection of complimentary fine wine and a variety of New York's finest Artisanal cheeses.

Featuring a variety of room types - Petite Queen, Superior Queen, Deluxe Queen and Executive King – the interior of each guest room is warm and inviting, with a soothing color palette of ivory, pale blue and chocolate brown, accentuated by dark wood appointments and newly carpeted floors. Chic chandeliers dangle from the ceilings, further enhancing the sophisticated décor.

Every guest room is smartly appointed with European-style contemporary beds with beige, micro-suede headboards, 100% Egyptian cotton white linens, pillow-top mattresses and luxurious down comforters and pillows. Guest rooms also feature large flat-screen LCD TVs, iPod-/iHome-compatible clock-radios, in-room safes and functional work desks equipped with plush, high-backed chairs. Fully stocked mini-bars feature new offerings such as top-shelf liquor and individual martini shakers. Original photographic works by internationally acclaimed fashion photographer, Deborah Turbeville, adorn the walls, adding a splash of panache to the décor.

Italian-porcelain pedestal sinks, chrome fixtures, invigorating rain-head showers and glass shelving complement the imported Spanish tiled walls of the refurbished bathrooms. Lavish Bvlgari bath products, Frette cotton terry robes and cushy slippers are now available to guests for their convenience and comfort.

To further enrich guests' experience, The Franklin has enhanced its list of quality amenities and complimentary signature services such as a deluxe European buffet breakfast served daily, Artisanal cheese and wine receptions held nightly, 24-hour espresso and cappuccino, Business Center, wireless Internet and overnight shoe shine. Room service is offered throughout the day. The hotel also provides guests with access to the nearby New York Sports Club.

Another distinguishing feature of The Franklin is “The-Franklin-Is-All-Yours” package where guests have the ability to rent out the entire hotel for special occasions such as weddings, company retreats, bar/bat mitzvahs, etc. This unique offering allows guests to reserve all 50 rooms, including exclusive use of the sitting room and breakfast salon. Additionally, a private concierge is assigned to assist guests with planning a successful and stylish celebration.

The Franklin is owned by Ark Partners, whose principals are Brad Reiss and John Yoon. Ark also owns The Mansfield and Shoreham hotels (NYC), Hotel PUR (Québec City, Canada) and the Hilton Washington Embassy Row (Washington DC). Willow Hotels is the managing company for all of these hotels including The Franklin.

The Franklin is conveniently located at 164 East 87th Street, (212) 369-1000, www.franklinhotel.com. The hotel is within walking distance of many well-known New York City attractions including Central Park, the famed Museum Mile, Madison Avenue shops, as well as an extensive variety of eating and drinking establishments.