

Doubletree Hotels Makes Sweet Return to Downtown Chicago

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Windy City Hotel Becomes \$21 Million Better As The Newly Renamed Doubletree Hotel Chicago Magnificent Mile

Doubletree Hotels is proud to announce its sweet return to downtown Chicago with the opening of the Doubletree Hotel Chicago Magnificent Mile. More than \$21 million has been invested in the former Chicago City Centre Hotel & Sports Club to present visitors and residents of downtown Chicago with 500 redesigned guestrooms, a refreshed lobby and public space, an updated outdoor pool and sun deck and a street-facing Einstein's Bagels(TM) store. The massive renovation project, which includes the debut of a unique restaurant concept later this fall, brings a distinctively urban residential feel to the hotel while celebrating its Streeterville neighborhood roots. The Doubletree is just a ten-minute walk to the Magnificent Mile, Navy Pier and Millennium Park and a short taxi ride to all of the sights and sounds of Windy City.

The Doubletree Hotel Chicago Magnificent Mile is operated by CCC Hotel, LLC, a subsidiary of The Chartres Lodging Group under a franchise license agreement with Hilton Hotels Corporation. The Doubletree will be managed by Kokua Hospitality, LLC.

'Doubletree is proud to return to one of the most dynamic city center locations in the world with the refreshing and contemporary hotel experience that the Doubletree Hotel Chicago Magnificent Mile will offer to today's business and leisure travelers,' said Dave Horton, senior vice president - brand management for Doubletree Hotels. 'From Chicago to Milan to Beijing and beyond, this newest hotel opening reinforces an aggressive worldwide expansion plan of the Doubletree brand, where we anticipate opening as many as 30 upscale, full-service hotels during 2008.'

Opening day activities today to commemorate the sweet return of Doubletree to downtown Chicago included a 2,008 Doubletree chocolate chip cookie salute of the brand's fresh-baked, signature treats to visitors and passers-by of the hotel as a delicious symbol of its dedication to hospitality.

Guestrooms at the Doubletree Hotel Chicago Magnificent Mile have been enhanced with a vibrant and welcoming charcoal, white and fuchsia color scheme. Residential-style amenities include the brand's signature Sweet Dreams(R) by Doubletree sleep experience, MP3 compatible, stereo clock radios, Wolfgang Puck(R) gourmet in-room coffee service, Neutrogena(R) bath and body products, and a spacious work desk complete with wireless, high-speed internet access and ergonomic desk chairs.

To complement the collection of upgraded guestrooms, visitors this summer to the Doubletree Hotel Chicago Magnificent Mile can stay cool, comfortable and relaxed at the hotel's expansive outdoor pool and sun deck that presents a tranquil oasis with stunning skyline views. A delicious, new poolside snack bar, H2O, will also be ready for summer guests to enhance the fun in the sun. Every Thursday night through the end of August, guests can enjoy dive-in movies which provide a fun option to float and enjoy some fun summer flicks.

Doubletree Hotel Chicago Magnificent Mile guests also can enjoy complimentary access to the 65,000-square-foot Lakeshore Athletic Club within the hotel complex - one of the most comprehensive fitness facilities in the area. Einstein Bros(R) Bagels will provide fresh breakfast, lunch and dinner offerings at its street front location.

When the entire hotel enhancement project is completed this fall, the Doubletree Hotel Chicago Magnificent Mile will offer 17,000 square feet of newly redesigned meeting space filled with key technology and comforts, including state-of-the-art audio/visual equipment, a fine array of catering options and a dedicated convention services team. Each of the 13 meeting rooms will provide both wireless and wired high-speed internet access. A vivid urban design theme will infuse the lobby and lobby bar with iconic 50s-inspired lighting and seductive grey wall coverings, while a dramatic new hotel entrance and porte cochere will offer a stunning welcome. The arrival of a fresh, new urban dining destination being designed by The Puccini Group of San Francisco will entice locals and visitors alike with its eye-catching design and appealing cuisine.

Members of the Hilton HHonors(R) guest reward program may earn Points & Miles(R) for stays at the Doubletree Hotel Chicago Magnificent Mile. Hilton HHonors is the only hotel rewards program that allows any of its members to reap Double Dip(R) earnings by simultaneously accumulating both airline miles and hotel points for stays at more than 3,000 hotels worldwide. And with No Blackout Dates, as long as a standard room is available, members can confirm that room using their HHonors points.

'This is an exciting time for our hotel team at the Doubletree Hotel Chicago Magnificent Mile as we introduce the first phase of a refreshed and renewed hotel experience to business and leisure travelers in the epicenter of one of Chicago's more desirable neighborhoods,' said Birgit Radin, hotel managing director. 'Not only will our guests now receive rewards with one of the best travel reward programs in the industry, they will be warmly welcomed with the delicious, fresh-baked chocolate chip cookie that is distinctively Doubletree.'

Located within a six-block radius of famed Michigan Avenue, Navy Pier, Millennium Park, Northwestern University, the Art Institute of Chicago, Rush Street entertainment district and much more, the Doubletree Hotel Chicago Magnificent Mile is the natural place to stay whether you are enjoying the Windy City for a weekend or enjoying an extended visit. The Doubletree is located at the intersection of Columbus Drive and Ohio Street at 300 Ohio Street, Chicago, Ill. 60611.

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