

The First New England aloft hotel Opens Today in Lexington, MA

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Designed to meet the needs of today's forward-thinking travelers, the hotel will offer 136 rooms, a variety of intuitive technologies and playful public spaces. Located at 727 Marrett Road in Lexington, just off Route 128, aloft Lexington is a unique destination for value-conscious business and leisure travelers craving a sassy, savvy hotel experience.

As a Vision of W Hotels, the new-to-market aloft brand is shaking up the lodging industry with urban-influenced design, accessible technology, style and a social atmosphere. aloft Lexington offers a total sensory experience, with guest rooms featuring loft-like nine-foot ceilings and oversized windows to create a bright, airy environment. The centerpiece of the guest room is the ultra-comfortable signature bed, and large stylish bathrooms complement the guest experience with oversized walk-in showers and amenities created by bliss(R) spa. Each guest loft is also a combination high-tech office and entertainment center, featuring wireless internet access and a one-stop connectivity solution for multiple electronic gadgetry such as PDAs, cell phones, mp3 players and laptops - all linked to a 42' flat panel LCD ready television for optimal sound and viewing.

Designed in conjunction with world renowned David Rockwell and the Rockwell Group, aloft stays true to the W Hotel brand's heritage, offering atmospheric public spaces designed to draw guests from their rooms to socialize and make friends. Guests can read the paper, work on their laptops via hotel-wide wireless internet access, play a game of pool or grab a drink with friends at the re:mix communal lobby area and bar w xyzSM. The re:charge fitness center and splash, the indoor pool, give travelers options to de-stress and re-energize, while re:fuel by aloftSM -- a one-stop food and beverage area -- offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day.

'aloft Lexington will appeal to youthful-minded travelers with its urban flair and social interplay,' said Brian McGuinness, Global Brand Leader of aloft and element hotels. 'Alive with the energy of discovery and interaction, aloft will be a perfect match for business and leisure travelers, alike.'

'We are thrilled to introduce aloft to the Boston Metro area, as it will bring a combination of sophistication and playfulness to the hotel scene in Lexington and the surrounding Route 128 communities,' said Chris Hartzell, general manager for aloft Lexington. 'We feel that aloft, with its innovative, fresh perspective on lodging will provide a welcome alternative for travelers.'

aloft Lexington offers 87 king guest rooms and 49 double queen guest rooms at prices that range from \$109.00 up.

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