



**Graves Hotels Resorts Launches
“Graves Preferred Guest” Loyalty Program**

FOR IMMEDIATE RELEASE

Minneapolis (Nov. 29, 2005) -- Graves Hotels Resorts today announced the launch of “Graves Preferred Guests,” a loyalty program that awards members five credits for every \$1USD of their total bill (including tax and gratuities) at the company’s participating hotels and resorts. Credits can be redeemed for room reservations, hotel and spa services, gift certificates, dining and entertainment and air miles with 11 major international airlines serving every region of the world. Registration, account status reports, award opportunities and redemption, as well as special offers are available online at www.graveshotelsresorts.com.

“Guests of our hotels tend to be very loyal, especially to our flagship property, the Graves 601 Hotel Minneapolis,” said Scott Fischburg, vice president of Sales and Marketing, Graves Hotels Resorts. “The introduction of this program is a way to not only thank guests for their continued patronage, but also provide them with a tangible ‘payback’ that can be applied toward future reservations, hotel services and air miles. Our plan is to continue growing the program, adding new partners and opportunities for members to earn credits faster.”

Fischburg added that Graves Preferred Guests is one of many cornerstone brand programs offered at existing and future Graves Hotels Resorts properties.

Examples of Graves Preferred Guests program rewards and benefits include:

- Free weekend room night (15,000 credits)
- Double points (10 credits) are awarded to members who use their member number at Cosmos, the award-winning restaurant and night club at the Graves 601 Hotel Minneapolis
- Freedom and flexibility to earn points through partners in the expanding program

Fischburg added that the program offers three escalating levels of membership: *Green* (members receive 1,000 bonus credits at enrollment, daily newspaper, shoe

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shine, check cashing privileges, priority access to hotel restaurants and night clubs, concierge service and express check in and out); *Platinum* (15,000 credits; includes all Green level benefits plus turndown amenity, late check out and a bottle of water) and *Black* (50,000 credits; includes all green and platinum benefits, plus priority check in, pre-arrival contact by concierge, arrival amenity and welcome card, choice of pillow and room upgrade).

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About Graves Hotels Resorts. Founded in 1979 as a real estate development and management company, Graves Hotels Resorts focuses on cultivating niche markets of development in upscale urban core and leisure destination markets. In 2003, the company opened its flagship, sophisticated modern luxury hotel the Graves 601 Hotel Minneapolis. Development plans call for the addition of five Graves-branded hotels in Chicago, New York City, San Diego, and Costa Rica. Visit online at www.graveshotelsresorts.com for more information.

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Airline partners included in the Graves Preferred Guest program include Air China, American Airlines, ANA, Asiana, Delta, Malaysian, Lufthansa, Northwest Airlines, United Airlines, Thai Royal and Varig.

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