



## **LE MÉRIDIDIEN MINNEAPOLIS REBRANDED GRAVES 601 HOTEL MINNEAPOLIS**

*Graves Hospitality Corporation Launches New Hotel Brand in United States;  
Minneapolis Hotel is the First to Fly the Graves Hotels.Resorts. Flag*

### **FOR IMMEDIATE RELEASE**

**MINNEAPOLIS – July 26, 2005** – Graves Hospitality Corporation, a Minneapolis-based hotel ownership, development and management company, today announced that it will rebrand the Le Méridien Minneapolis to the Graves 601 Hotel Minneapolis. The hotel, located at 601 First Ave. N. in the heart of downtown, will be the first to fly the **Graves Hotels.Resorts.** flag, a new brand being launched throughout the United States. The hotel's name change will take effect on August 1, 2005.

James J. Graves, owner of Le Méridien and CEO of Graves Hospitality Corporation, made the announcement, unveiling the hotel's new signage before local business and civic leaders gathered at the hotel.

"Since 1979, our portfolio has steadily grown through development, franchise and management contracts with leading hotel brands," said Graves. "With nearly 25 successful years of working in all areas of this business, my entrepreneurial spirit is once again fueled by a desire to grow within the industry – to introduce a new brand to the market. I believe this Minneapolis hotel perfectly reflects the essence of the Graves name, and is the ideal location to launch our new brand. As Minneapolitans, we are proud to launch our new brand in our hometown."

Benjamin Graves, president of Graves Hospitality Corporation and managing director of the Graves 601 Hotel Minneapolis, said that despite the name change, all other aspects of the hotel – from its employees, ownership and management, to its unique design and service excellence – will remain the same.

"While we are unveiling a new brand, the Graves 601 Hotel Minneapolis will continue to provide the same sophisticated modern luxury that guests have come to expect, said Benjamin Graves."

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Benjamin Graves added that as a newly independent hotel, the Graves 601 Hotel Minneapolis has contracted with WORLDHOTELS, a leader in the global hotel sales, marketing and distribution industry.

“As a member of the WORLDHOTELS consortium, our hotel will be part of their Deluxe Collection of hotels, and will be as easy to book via telephone, online or through 600,000 travel agent terminals worldwide as hotels affiliated with large franchise operations,” said Ben Graves.

In addition, guests of the hotel can earn frequent flier mileage points through Graves Preferred Guests Program. Airline partners include Asiana Airlines, American Airlines, ANA, Delta Airlines, Lufthansa, Northwest Airlines, United Airlines, Varig and Thai Airways.

At the conclusion of his remarks, James Graves said the next Graves-branded hotels are planned for downtown Chicago, Manhattan, Coronado California., and Costa Rica.

### ***About Graves Hospitality Corporation***

James Graves founded Graves Hospitality Corporation in 1979 as a real estate development and management company. Within the first two years, the company founded AmericInn® Lodging International and, under Graves Hospitality direction, grew that brand to more than 40 properties in 10 years.

In the mid 1990's, Graves Hospitality narrowed its focus and began cultivating niche markets of development in upscale urban core and leisure destination markets. Propelled by success and experience developing major brands such as Marriott, Radisson and Holiday Inn, in 2003, Graves Hospitality's opened the sophisticated modern luxury hotel that is today branded the Graves 601 Hotel Minneapolis. This flagship hotel has earned Graves Hospitality many awards, including Best Roll Out Concept Hotel by *Hospitality Design*, the Gold List Reserve of Top Hotels in the World by *Condé Nast Traveler*, and three Gold Key awards from *Interior Design* and *Hospitality Design*.

Other honors include the coveted Presidential Award from Radisson Hotels & Resorts and the Platinum Status Award from Marriott International.

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### ***About the Graves 601 Hotel Minneapolis***

The 21-story, 255-room Graves 601 Hotel Minneapolis features an environment rich in modern art and design, as well as state-of-the-art technology. It is located at the center of downtown Minneapolis' business, entertainment, shopping and theater districts—making it a perfect choice for both business and leisure travelers.

The hotel's interior design is upscale and contemporary, using a blend of fine art and the latest in technology. Yabu Pushelburg designed the award-winning public spaces. Incorporating modern artwork integrated with the architecture, creating intimate unique modern spaces for the different outlets. Each guestroom features a specially commissioned edge-lit, etched glass headboard depicting one of four Minnesota landscapes. The rooms also display regionally themed art and photographs. Two ambient light moods—one for functional lighting and the other for a relaxed effect show off the room's many artistic touches. In addition, each guestroom also offers a distinctive communications experience. Wall-mounted, 42-inch plasma screen TV at a key component of the guest experience, as are 10-inch, LED flat screen TVs in each bathroom. A wireless digital keyboard gives guests access to the Internet as well as a vast library of movie and music selections that can be downloaded digitally. Movies and music can also be enjoyed via the room's DVD and CD player.

The hotel's exclusive bedding features a specially engineered, top-of-the-line pillow-top mattress that provides a decadent sleep experience. Modern wood bed frames add support to the mattresses and produce a unique, floating effect. Crisp, 350-thread count, 100-percent Egyptian cotton Frette duvets and linens cover the bed, and guests have their choice of feather or anti-allergic pillows.

The bathrooms feature the ultimate "power shower" experience, as each is equipped with either rain showers, freestanding shower towers incorporating five body jets or whirlpools with integrated freestanding showers.

All guests have access to a wealth of amenities, including personal escort service to guestrooms, around-the-clock concierge service, 24-hour room service, safe-deposit boxes, laundry service, business center and spa treatments.

The Graves 601 Hotel Minneapolis provides guests European-style cuisine whether they dine in the award-winning Cosmos restaurant or order room service at any time of the day or

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night. The hotel's wine list has repeatedly earned awards from prestigious magazines such as *Wine Spectator*. Cosmos executive chef Seth Bixby Daugherty, formerly from Minneapolis' famed D'Amico Cucina restaurant, delights diners' senses with a continually changing menu. The 80-seat restaurant and lounge has a striking interior design, including sleek acrylic walls with integrated architectural artwork and comfortable leather seating. The Infinity Room is the hotel's street-level bar and lounge tucked discreetly inside the hotel. This high-energy bar has a very sophisticated club feel and features a VIP room.

The hotel is also expertly equipped to provide high-touch service and award-winning banquet cuisine to meetings from 10 to 1,500 people. All of the meeting spaces have wireless high-speed Internet access, video conferencing and other sophisticated telecommunications equipment. In addition, a comprehensive business center is available on the fourth floor, with computers, printers, fax machines, a copier and printing services.

For more information or to make reservations at the Graves 601 Hotel Minneapolis, visit online at [www.graves601hotel.com](http://www.graves601hotel.com), or call toll free at 1-866-523-1100 in the U.S. and Canada. Travel agents can book the Graves 601 Hotel Minneapolis using Global Distribution System codes: Amadeus: MSP601; Galileo: 53273; Sabre: 65136; WorldSpan: MSP10.

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**Note to Editors:** High-resolution images of new logos and hotel available upon request.

**Media Contact:**

Patti Winger

Winger, INK. LLC

T: 651-436-3592

C: 651-341-9881

F: 651-998-1049

E: [pwinger@comcast.net](mailto:pwinger@comcast.net)