

FOR IMMEDIATE RELEASE

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DOWNTOWN DENVER HOTEL DEBUTS WARM COOKIE WELCOMES AT THE CURTIS – A DOUBLETREE HOTEL

*First Full-Service, Hilton Worldwide Hotel in Downtown Denver Brings
Mile-High Personality and Contemporary Style to Residents and Visitors Alike*

DENVER (January 21, 2010) -- Doubletree Hotels has announced the opening of **the Curtis – a Doubletree Hotel** in downtown Denver. The 336-room, pop culture-themed hotel is located in the heart of downtown Denver, across the street from the Denver Center for the Performing Arts and a short walk from the Colorado Convention Center. Located at 1405 Curtis – just two short blocks from the landmark 16th Street Mall – shopping, dining, education, entertainment and the cultural scene are all just steps away from the Curtis – a Doubletree Hotel in this vibrant, pedestrian-friendly downtown district.



“Doubletree is honored to welcome the Curtis – a Doubletree Hotel, as its first hotel of 2010. The new offering of a Doubletree hotel in the downtown district of another major U.S. city and our brand’s fifth hotel in the Denver metro area represents Doubletree’s continued growth potential in gateway destinations throughout North America and around the world,” said Rob Palleschi, global head for Doubletree Hotels. “Just as important, the good-natured individuality and fun-loving persona of the hotel complements our brand’s beloved CARE Culture – right down to the chocolate chip cookie welcomes we’ll provide downtown Denver guests each time they stay with us.”

The Curtis – a Doubletree hotel is operated by CPI – Sage ETH Denver Operator, LLC, a subsidiary of Denver-based Sage Hospitality Resources, LLC, under a franchise agreement with a subsidiary of Hilton Worldwide. The hotel also is managed by Sage Hospitality Resources, LLC.

“We are thrilled that the Curtis has become a member of the Doubletree portfolio of hotels,” said Walter Isenberg, president and chief executive officer of Sage Hospitality. “We appreciate that the hotel will be able to retain its unique, playful personality while taking advantage of a leading, global sales and reservations network and that our guests will be able to take advantage the Hilton HHonors guest rewards program through our new Doubletree and Hilton Worldwide affiliations.”

From the moment guests walk through the lobby doors at the Curtis – a Doubletree hotel, the best of pop-culture surrounds them. Guest can play a game of rock-paper-scissors, then browse the pop-culture themed lobby library. The *5 & Dime* novelty store brims with treats from the past. Each guest floor reflects a pop theme from TV to music to art or sports and beyond. Sharp, stylish, contemporary guest rooms and suites deliver convenience and comfort. Along with complimentary, wireless high-speed Internet access, other residential-style features include flat-screen, LCD TVs; MP3-compatible stereo clock radios; Wolfgang Puck gourmet coffee service; and Neutrogena® bath and body products. Wake-up calls from well-known personalities upon request are just a couple of the special touches awaiting guests to this Downtown Denver hotel.

With more than 20,000 square feet of flexible meeting and event facilities, the Curtis – a Doubletree Hotel features two spacious ballrooms and 15 meeting rooms that can accommodate up to 250 people for banquets and up to 435 for theatre-style seating. State-of-the-art, audio-visual equipment and a fully-equipped Business Center also are available to cover business travel needs. From “tic-tac-toe” notepads to whimsical food and beverage offerings, a professional and friendly onsite events team at the Curtis – a Doubletree Hotel will organize any meeting, conference or social gathering with style and a dash of fun.

Before or after a long day of flights, sightseeing or meetings, guests can enjoy the convenience of an array of incredible dining options at the Curtis – a Doubletree Hotel. Lattes, espresso drinks, Frappuccino® or Tazo await at the hotel’s on-site Starbucks® outlet. Breakfast, brunch, lunch, appetizers or dinner may be enjoyed at The Corner Office Restaurant + Martini Bar, a Sage Restaurant Group concept. The hip downtown eatery, popular with Denver locals as well as visitors, boasts global comfort food with such signature dishes as Southern Style Chicken and Waffles, Lobster Mac & Cheese and BBQ Pork Sliders. Amazingly fresh seafood entrees, raw oyster bar, fanciful cocktails, and much more are proudly presented at The Oceanaire Seafood Room. The highly acclaimed, upscale restaurant features fresh seafood flown in daily and prepared exactly to taste buds specifications. In-room dining also is available 24 hours a day.

The Curtis – a Doubletree Hotel also proudly presents a 100% non-smoking hotel experience for its guests. For guests who want to keep their workout program on track while traveling, a state-of-the-art fitness facility equipped with the latest in cardio and weight training equipment by Precor® Fitness is available. Travelers with furry friends also will appreciate the chance to stay with their owners at the Curtis – a Doubletree Hotel with an advance reservation and nominal cleaning fee.

Members of the Hilton HHonors guest rewards program can Double Dip® and earn both airline miles and hotel points for every qualifying stay at the Curtis – a Doubletree Hotel. Hilton HHonors is the only guest rewards program that allows members to earn Points & Miles® for the same stay and redeem hotel points for free nights with No Blackout Dates. With No Blackout Dates, members can redeem their Hilton HHonors points, as long as a standard room is available*.

“With proximity to dozens of major corporations, an ideal location next to our state-of-the-art convention center and the largest live theater district west of the Mississippi, the Curtis – a Doubletree Hotel is the place to stay in downtown Denver,” commented Kim Corrigan, hotel general manager. “Whether your next visit to Denver is for business or pleasure, our friendly, fun and professional staff looks forward to greeting guests with a new brand, a refreshing hotel experience, a great guest rewards program and the legendary, warm Doubletree Chocolate Chip Cookie welcome at check-in.”

The Curtis – a Doubletree Hotel is located within 15 minutes of all major sports venues and such exciting tourist attractions as historic Larimer Square, the LoDo entertainment and dining district, the Denver Performing Arts Complex, the Denver Art Museum, the University of Colorado Denver and more. For more information or to make a reservation, visit the hotel’s website at www.thecurtis.com, call 1-800-222-TREE in the U.S. and Canada or contact the hotel directly at 303-571-0300.

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About Doubletree Hotels

With a growing collection of contemporary, upscale accommodations in more than 200 gateway cities, metropolitan areas and vacation destinations worldwide, Doubletree Hotels are distinctively designed properties that provide true comfort to today's business and leisure travelers. From the millions of delighted hotel guests who are welcomed with the brand's legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton HHonors guest reward program, each Doubletree guest receives a satisfying stay wherever their travels take them.

To make reservations at any Doubletree hotel, travelers can visit our website at www.doubletree.com, contact their preferred travel professional or call 1-800-222-TREE in the U.S. and Canada.

About Hilton Worldwide

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 90 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Our brands are comprised of more than 3,500 hotels in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Inn & Suites, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®.

For more information about the company, please visit www.hiltonworldwide.com.

* - Hilton HHonors membership, earning of Points & Miles®, and redemption of points are subject to HHonors Terms and conditions.

NOTE TO EDITORS: High-resolution photos of hotel are available upon request. Please e-mail Julie Dunn at julie@dunncommunications.com

KIM CORRIGAN

**QUEEN BEE
(A.K.A., GENERAL MANAGER)**

THE CURTIS

Kim Corrigan is General Manager of The Curtis — a Doubletree hotel. Bringing more than 25 years of management experience to the most playful address in Denver – where she is known good-naturedly as the “Queen Bee” – Corrigan is responsible for all operations at The Curtis, including overseeing the hotel’s management team and ensuring that everyone who stays at The Curtis, stays happy.

Kim keeps busy at The Curtis, but always finds time to help guests find their favorite Pez candy at the 5 & Dime in the lobby. She also plays a mean game of Pick-up sticks, and staff and hotel guests are advised to bring their best game if they choose to play with her.

Corrigan has a long history in the Colorado capital as well as in Atlantic City, New Jersey. She joins The Curtis from Embassy Suites Denver Southeast, a 206-room, all-suite property where she was General Manager for the past four years. From 2002-2004, she was owner and operator of The Last Detail, a self-launched, lifestyle management outfit in the Denver suburb of Louisville. Previously, Corrigan held a host of hospitality management positions including Director of Marketing and Operations at Starwood Vacation Ownership in Denver (1999-2002); Vice President of Operations at Merv Griffin’s Casino Hotel in Atlantic City (1991-1994); Executive Director of Hotel Operations at Trump’s Taj Mahal in Atlantic City (1989-1991); and Executive Director of Operations at Bally’s Grand Casino Hotel in Atlantic City (1986-1989). Her industry experience in Atlantic City goes back to 1980 and includes positions at The Tropicana Hotel Casino and the Playboy Hotel & Casino.

A native of Detroit, Corrigan earned a Bachelor of Science degree in Hotel Administration from Cornell University. Active and focused on the betterment of her community, she has been a volunteer at the Boulder & Denver Shelter for the Homeless for the past 13 years. Corrigan currently resides in Louisville, Colorado.

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For Immediate Release

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RECESS IS IN SESSION WITH CREATIVE MEETINGS AT THE NEW CURTIS HOTEL IN DOWNTOWN DENVER

– A playful stage for meeting professionals, “The Playground” has more than 20,000 square-feet, 15 meeting rooms, the latest technologies and plenty of creative thinking to go around–

June 2008 (Denver, CO) – Bid boring business meetings *adieu* and step lively to The Curtis, a Doubletree hotel in downtown Denver, where creativity always takes center podium. Fresh, fun and quite unlike any other meeting space you’ll find, The Curtis goes out of its way to assure even the soberest conferee will come up smiling.

- **The fun starts as soon as you sit down** for a meeting at The Curtis. Check out the tic-tac-toe-themed notepads sitting in the brand new meeting rooms, which are all named after childhood games (“Hide & Seek,” “Duck Duck Goose,” “Red Rover”). Even the décor will make you giggle, with vintage photos of potato sack races and a wall of “Jacks” including Nicholson, Daniels and Bauer.
- **The Curtis takes playtime seriously**, so creative meetings planners can forgo formal floral arrangements and make centerpieces out of *Battleship* and *KerPlunk!*. Then for breaks, try larger-than-life *Jenga*, *Connect4* or kick around an oversized soccer ball with the team. Top off the day with a rousing group bonding session over “Guitar Hero” and you’ll be sure to have an event no one will forget.
- **Creative menus take catering beyond coffee** to delicacies such as Cider Glazed Pork, and Surfboard & Saddle, a regional and delectable twist on Surf & Turf. Or, go for simplicity with the “After School Special”, including Macaroni & cheese, fresh whole fruit, cookies, brownies, milk, chocolate milk and Orange Crush for all.

Meeting spaces on The Curtis’s 2nd and 3rd floors are sure to impress seasoned meeting professionals, with 15 meeting rooms and the latest AV equipment for use on-site and measurements ranging from 400 square-feet (in the Rock Room) to 4,365 square-feet (in the Marco Polo Ballroom). Capacities run from 8 “classroom style” to 437 “theater style.” Feel like whipping up employee morale in an intimate, dining setting? Check out The Oval Office private dining room at The Corner Office restaurant, with room for 30 right onsite.

For more information on meetings, conferences and events at The Curtis — a Doubletree hotel please contact 720 889 4713 or visit www.thecurtis.com

Funky, cool and playful, The Curtis — a Doubletree hotel is a unique hotel in downtown Denver. A member of Hilton HHonors guest rewards program, a subsidiary of Hilton Worldwide, and part of Sage Hospitality Premier & Lifestyle Division, the 336-room hotel is as “pop culture” as they come, with interactive video art and themed floors. The Curtis has everything that a veteran traveler would expect of an upscale hotel and more, with plush bedding, flat screen TVs, extensive meeting space and in-room board games to keep the business traveler inspired. Also within the hotel is Sage Restaurant Group’s Corner Office Restaurant and Martini Bar as well as Oceanaire’s steak and seafood restaurant. The Curtis’ 20,805 square feet of meeting space, known as The Playground, is ideally suited for a wide range of activities and events, from a professional boardroom meeting or an event in need of a creative touch. For more information, call (800) 525-6651 or visit www.thecurtis.com.

THE CURTIS — a Doubletree Hotel

The delights are in the details...

Is it a hotel, a playground or a celebration of pop-culture? Actually, The Curtis, a Doubletree Hotel is all three. Recently launched in Denver's vivacious Theater District, the hotel encourages guests to "Stay Happy" during their visit with endearing simplicity, pure fun and a smile – or two. Keep your eyes peeled to discover all the details that make The Curtis special.

Say Wii if you're having a good time: The front desk at The Curtis has been known to set-up impromptu Twister matches and organizes *Guitar Hero* tournaments on the Wii in the lobby so weary guests can get some playtime in before they go home.

And for bedtime, he'll be singing *Blue Moon*: Why settle for a jarring clock alarm when you can have Elvis? Guests at The Curtis can look forward to wake up calls from The King himself – or, at least, his trademark croon. Or, if Elvis doesn't fit your fancy, Yoda is available to lend you some sage advice, or Austin Powers will let you know when it's "time to let your mojo rise and shine."

You sunk my battleship!: The Curtis takes playtime seriously, so creative meetings planners can forgo formal floral arrangements and make centerpieces out of *Battleship*, *Connect4* and *KerPlunk!*. Only for use during meeting breaks of course...

Sit...Stay...Now roll over: The Curtis knows that your furry friends are part of the family, so hotel staff will throw your pooch a doggie bone or take him for a walk to make sure both canines and humans stay happy.

"I'll have a Bazooka Joe with a side of Etch-a-Sketch, to go": Hungry for nostalgia? Stop by the 5 & Dime Store kiosk in The Curtis's lobby and pick up some memorable merchandise from Orange Crush to Bazooka Joe bubblegum, and classic travel diversions like Etch-a-Sketch that are fun even when you're sitting still.

Saturday morning cartoons, all day every day: To make sure you're staying happy from the moment you check in, The Curtis keeps *Cartoon Network* on in the lobby so adults and children alike can delight to *Tom & Jerry* or *Dexter's Laboratory* no matter when you arrive.

It was Colonel Mustard with the candlestick: If your feet are tired from walking around Denver all day, grab *Stratego*, *Clue*, *Boggle* or any number of games from the lobby for a game night in your room. And don't forget to order room service — global comfort food — to top off the evening!

Business travelers can come play, too: But what if you're traveling by yourself and have no one to challenge to a *Stratego* game for the ages? Fear not! Just call the front desk and they can set-up a play date so you can match wits against a staff member.

Absolutely do not disturb: To ensure privacy during an intense game of *Boggle*, hang a sign on your door that warns “If this sign is a-rockin’ don’t bother knockin’!” Or, for the more poetic, “What it was... What it is... What it shall be... QUIET!”.

And as if that weren’t fun enough: The lobby of The Curtis also features a psychedelic work of Lite-Brite installation art by George Scheer. The abstract work depicts colorful swirls and will make you want to re-create your own childhood masterpieces.

Scrawling on the bathroom wall: At The Corner Office, The Curtis’ restaurant specializing in Global Comfort Food, guests are invited to “make their mark” by leaving Post-It notes on the wall in the bathroom filled with whatever message they want to leave.

Now, wait a sec, what beats rock again? Along with their admirable talents at guest services, the Front Desk at The Curtis will offer advice on the toughest decisions by getting in on a time-honored game of “rock, paper, scissors.” Yes, you read that right. Now go ahead and challenge somebody to a match.

More than mints on your pillow: For turndown The Curtis wants to make sure you’re still in a playful mood after a full day of sight-seeing or meetings, so they offer retro candy like *Cowtails*, *Zots* and *Pixie Sticks* on your pillow along with pop culture trivia and “knock-knock” jokes.

We’ll meet you on the Big Hair Floor, or maybe Dun Dun Dunnnnn! Rather than rely on tired old numbers, The Curtis identifies each of its 13 guest floors by theme, with eye-catching art and installations throughout. Look for photographs of fetching hairdos and posters of the musical *Hair* on the Big Hair Floor (9) and pure evil on Dun Dun Dunnnnn! (the 13th floor), where Jack Nicholson as Jack Torrance in *The Shining* and a vintage vacancy notice from the Bates Motel keep things creepy. Every floor also highlights a themed movie quote, with the 13th reminding you “the call is coming from inside the hotel”

the CURTIS

a Doubletree Hotel

FACT SHEET

LOCATION:	Located across from the Denver Center for Performing Arts and just blocks from the bustling 16th Street Mall, The Curtis — a Doubletree Hotel is the place to “Stay Happy” in the downtown Theater District. There are 40 restaurants within five blocks of the hotel and plenty of shopping and entertainment to keep guests busy. The Curtis is also convenient to Denver’s eight professional sports teams, world-class zoo and brand-new Contemporary Art Museum.
ADDRESS:	The Curtis — a Doubletree hotel 1405 Curtis Street Denver, CO 80202 Tel. (303) 571-0300 Fax (303) 825-4301
RESERVATIONS:	(800) 525-6651
WEBSITE:	www.thecurtis.com
SOFT OPENING:	January 2007
GRAND OPENING	April 19, 2008: Bart Simpson’s Birthday
ARCHITECT:	Semple Brown Architects
OWNER/OPERATOR:	Sage Hospitality
MEMBERSHIP:	The Curtis is a member of Hilton HHonors guest rewards program, a subsidiary of Hilton Worldwide, and part of Sage Hospitality Premier & Lifestyle Division.

DESCRIPTION:

The Curtis — a Doubletree hotel pops with “pop culture.” Inside, the lobby sets a playful pace, with bold contemporary features and furnishings in a retro palette. Over here is interactive video art of classic childhood games by local artist Gary Emrich. Over there is the hotel’s 5 & Dime Store, serving classic sodas, candies and travel games as well as signature Curtis amenities.

And behind the front desk are talented staffers whose impressive knowledge of “rock, paper, scissors” assures the check-in process will put a smile on each guest’s face.

The ground-floor frivolity is just a prelude to the playfulness above, which encourages guests to “Stay Happy” when they stay at The Curtis. With 16 stories to go around, The Curtis features 13 themed guest room floors – including a mysterious 13th Floor – each with eye-catching pop art inspirations and installations.

- The 4th Floor - Perfect Pair Floor
- The 5th Floor - One Hit Wonder Floor
- The 6th Floor - Fun & Games Floor
- The 8th Floor - Sci-Fi Floor (the pet friendly floor)
- The 9th Floor - Big Hair Floor
- The 10th Floor - Floor of Champions
- The 11th Floor - Chick Flick Floor
- The 12th Floor - Dance Floor
- The 13th Floor - Dun Dun Dunnnnn!
- The 14th Floor - TV Mania Floor
- The 15th Floor - Mad About Music Floor
- The 16th Floor - Pedal To The Metal

GUEST ROOMS AND SUITES:

Chic, contemporary and decorated with bold attention to detail, the room lineup includes 26 Singles, 136 Double/Queens, 172 Kings and a pair of luxurious master suites that have beautiful views of downtown Denver and the surrounding Rocky Mountains.

Rooms are decorated with modern furnishings and eclectic pop art décor. Bathrooms are supplied with Tarocco from Baronessa Cali bath products and amenities that have a lovely fresh orange scent.

AMENITIES:

Guest room amenities include:

- Flat-screen televisions
- Beetle Speaker System with ZipConnect for iPods and MP3
- Complimentary high speed wired and wireless internet access
- Iron and ironing board
- Coffee Maker and coffee
- HHonors Points for Hilton members

GUEST SERVICES:

Guest services include:

- Board games such as *Candyland* and *Boggle* for in-room use.
- Business Center
- Pet-friendly amenities
- Concierge Services
- Fitness Center

PUBLIC ART:

All Together Now, a 42 foot high sculpture by nationally renowned artists Roberto Behar and Rosario Marquardt, was installed Summer of 2007 at a cost of \$250,000. The artists were selected to create the piece after an international art competition searched the globe for the best talent. Inspired by the Beatles song, “All Together Now”, the skyward reaching piece is a stack of steel 3-dimensional building blocks in a variety of vibrant colors spelling out “All Together Now.” The design is the ideal artistic complement to The Curtis by bringing fun and style together inside and out.

DINING:***The Corner Office***

Loosen your tie, kick off your heels and enjoy time with friends, colleagues, or a hot date at The Corner Office. Designed with good times and comfort in mind, the bustling bar and energetic dining rooms feature retro-chic interiors infused with intrigue.

Chef Carlos Ruiz’s progressive global comfort food is mixed with international flavors and gives traditional favorites a fresh twist. Unwind in the lounge with an extensive cocktail list and listen to a custom soundtrack that provides the pulse.

Satisfying all tastes, The Corner Office serves up power breakfasts, working lunches, and family-style dinners that go easy on your paycheck.

Reservations: (303) 825-6500

Private Dining Rooms

A private dining room, The Oval Office, can be reserved for business meetings and special occasions. Laid out with a retro chic design, private dining rooms can accommodate up to 30 guests.

DRINKING:

Martini Bar

The teak Martini Bar and backlit blue Lucite highlights create an inviting setting for upscale urban clientele, with an inventive cocktail menu including original concoctions like the *James Dean* and the *Buzz Aldrin*.

ROOM SERVICE:

Room service for hotel guests is available from The Corner Office for breakfast, lunch and dinner.

MEETINGS

AND EVENTS:

The Curtis is the perfect place for creative meetings with 20,805 square-feet of function space, including two ballrooms and 15 meeting rooms with maximum capacities of 250 for banquets and 437 for theatre-style seating. Planners can delight their attendees with Connect Four centerpieces, life-sized games of Jenga and plenty of Orange Crush to go around. Onsite coordinators and event staff assure professional occasions, with custom culinary menus including everything from upscale cuisine to cotton candy.

FITNESS CENTER:

The Curtis also has a new state of the art Fitness Center, open 24/7, and offering Fitness by Precor, combined with aerobic, strength and core balance areas.

RATES STARTING FROM:

\$179 a night

FOR FURTHER INFORMATION

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