

the CURTIS

FACT SHEET

LOCATION:	Located across from the Denver Center for Performing Arts and just blocks from the bustling 16th Street Mall, The Curtis 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 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 Preferred Hotel Group’s Sterling Collection.
DESCRIPTION:	<p>The Curtis 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.</p> <p>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.</p> <p>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</p>

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

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 Jeffrey Todd Bolton'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.

BUSINESS CENTER:

The Curtis also has a new Business Center, open 24/7, with computer stations and a printer, as well as wireless Internet connection through every inch of the hotel.

RATES STARTING FROM:

\$229 a night

THE CURTIS

The delights are in the details...

Is it a hotel, a playground or a celebration of pop-culture? Actually, The Curtis 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 BBQ Pork Sliders and a Chorizo Quesadilla 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"

LET THE GOOD TIMES BEGIN! THE CURTIS HOTEL'S GRAND OPENING BRINGS POP CULTURE, STYLE AND FUN TO DENVER

-- *The Curtis will ensure every guest "Stays Happy" with top notch service and plenty of fun and games around every corner* --

May 2008 (Denver, CO) – There's a singular celebration of pop culture, style and fun underway in Denver – and you're invited to play along. It's **The Curtis**, a new and truly unique hotel experience at 14th and Curtis Streets in the heart of the city's Theater District. With a **Grand Opening on April 19, 2008 – Bart Simpson's birthday, no less** – the 336-room property is ready to show off what they've done since their soft opening in January, 2007. All 16 floors of The Curtis are set to dazzle with the finishing touches complete, from in-room board game menus to redesigned meeting spaces and all the amenities business and leisure travelers expect from a first-class hotel.

"The Curtis will really fill a niche for people who expect the service and amenities of a top hotel while also longing for a different kind of experience, whether they come to Denver for business or for pleasure," said Kelly McCourt, Marketing Queen, aka Director of Marketing of The Curtis. "We are dedicated to seeing that all of our guests Stay Happy when they stay at The Curtis."

The Curtis's opening on the birth date of America's cartoon bad boy was no coincidence, and in keeping with a hotel that embraces the highlights of American culture over the last several decades. The playful pace gets going in a hurry at The Curtis, as guests are greeted in the lobby by interactive video art by Denver artist Gary Emrich. Over here is the 5 & Dime Store selling Orange Crush, Etch-A-Sketch and Lemonheads. Over there is a Lite-Brite art installation by local artist George Scheer. And all around are striking contemporary furnishings and staffers who deliver service with talent and a smile. The frivolity of The Curtis's ground floor is just a prelude to what's to come. Each of 13 guest floors portrays its own theme through inspiring pop art installations, including the Big Hair Floor (on 9), the TV Mania Floor (14) and Dun Dun Dunnnnn! (the ominous 13th floor), where images of Jack Nicholson in *The Shining* and a vintage vacancy notice from the Bates Motel cast a chilling scene.

The hotel's staff's is dedicated to making every stay fun, while also assuring only the highest industry standards. Reception desk staffers can often be found arranging impromptu Twister contests or Guitar Hero tournaments on the Nintendo Wii console in the lobby – a perfect complement to the usual *Cartoon Network* playing around the clock. *Candyland*, *Clue* and other classic board games are also available for guests to check-out of the lobby and play in the privacy of their rooms.

Of course, there's exceptional comfort and style to go around, too. Each of The Curtis's guest rooms is chic and contemporary, with bold attention to detail and state-of-the-art amenities such as flat-screen TVs, complimentary high-speed wired and wireless internet access, and iPod and MP3 speaker systems. There is also a business center with fax and printing capabilities available to all guests. In the morning guests who request a wake-up call will receive recordings of Austin Powers, Elvis or Yoda encouraging them to get out of bed.

For vacation travelers, the hotel is located smack dab in the city's Theatre District, with the Denver Performing Arts Complex – the world's second largest performing arts space – located right across the street.

"We are thrilled to have The Curtis Hotel just steps away from our property, the Denver Performing Arts Complex," says Jack Finlaw, Director of the City and County of Denver's Division of Theatres and Arenas. "By providing a hip gathering place for pre- and post-show dining and cocktails, as well as accessible lodging for arts-minded travelers, the hotel complements our goal of creating an urban destination where arts and culture intersect with civic enterprise. The Curtis enlivens the Denver Theatre District neighborhood and contributes to the City's efforts of attracting cultural tourism."

The Curtis is also home to some of Denver's most extensive, and lively, meeting space. Even the driest corporate board meeting can take on an air of amusement at The Curtis, where *KerPlunk!*, *Battleship* and *Connect Four* are the table centerpieces of choice throughout 15 function rooms and 20,805 square-feet of meeting space.

Guest room rates start at \$229. For more information or to make reservations at The Curtis, please contact (303) 571-0300 or visit www.thecurtis.com

Funky, cool and playful, The Curtis is a unique independent hotel in downtown Denver. A member of Preferred Hotel Group's Sterling Collection and The Sage Independent Hotel Collection, 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.

About Sage Hospitality

Founded in 1984, Sage Hospitality has strategically grown into one of the largest privately held hotel management and development companies in the nation and is recognized as a leading innovator in the field. During the past eight years, the Denver-based firm has completed more than \$600 million in acquisition and development projects, using some of the most unique financing structures in the industry. Sage Hospitality's comprehensive management portfolio includes major international brands as well as independent boutiques and hotels, including the Oxford Hotel in Denver.

In 1997, Sage Hospitality pioneered the company's urban redevelopment initiative converting the blighted Joslin's department store in downtown Denver into a showplace Courtyard by Marriott. Since then, Sage Hospitality has preserved and transformed five additional, underused national landmark buildings into award-winning hotel properties that serve as important catalysts for downtown revitalization. Projects include the

historic Blackstone hotel in Chicago and the upcoming Portland hotel The Nines in the historic Meier and Frank building. For more information, please visit www.sagehospitality.com

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 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, please contact 720 889 4713 or visit www.thecurtis.com

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KIM CORRIGAN

QUEEN BEE (A.K.A., GENERAL MANAGER) THE CURTIS

Kim Corrigan is General Manager of The Curtis 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.

CONTACT:

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