



JW MARRIOTT®

For Immediate Release

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JW Marriott Brand Opens First Hotel in New York City
Global Brand Brings Modern Luxury to Iconic Essex House Hotel
on New York's Central Park South

New York, NY – September 18, 2012 – Marriott International, Inc. continues to grow its world-class JW Marriott hotel brand with the opening of [JW Marriott Essex House New York](#), the brand's first hotel in New York City. The 509-room Central Park South hotel is located in Manhattan's renowned midtown neighborhood, boasting sky-high views of Central Park and situated just steps from famed Fifth Avenue shopping, dining and entertainment. The property was most recently the Jumeirah Essex House and reopened September 18 as JW Marriott Essex House New York.

An anticipated addition to Marriott International's luxury JW Marriott global brand portfolio, the landmark hotel features 509 guestrooms and suites ranging from 300 to 2,500 square feet. JW Marriott Essex House New York is a destination for leisure and business travelers alike, offering world-class dining, expansive meeting space and a tranquil spa and fitness center. A beautifully appointed Executive Lounge – an autograph feature of JW hotels worldwide – will be built in early 2013. Travelers to this prestigious [Central Park South hotel](#) also have the opportunity to enjoy one-of-a-kind experiences from JW Marriott's brand partners, including fine art exhibitions from Christie's, signature in-room bath amenities from Aromatherapy Associates and nutritious, balanced menu options from Keri Glassman. Some of New York City's finest art and culture experiences are within walking distance of the hotel, including Lincoln Center, Carnegie Hall, the Museum of Art and Design and Broadway's famed theaters.

"We are thrilled to make the iconic Essex House hotel home to the first JW Marriott hotel in New York City," Mitzi Gaskins, VP & Global Brand Manager, JW Marriott Hotels & Resorts at Marriott International. "We look forward to showcasing the rich culture and energy of New York City, while delivering the warmly authentic and elegant environment that is unique to our brand."

Mr. Stephen Batta was named General Manager of JW Marriott Essex House New York. With more than 20 years of industry experience, Batta has spent the majority of his career in the New York City market. Most recently, Batta was the General Manager of the Renaissance New

York Hotel 57, where he led his team to achieve exceptionally high associate engagement levels and placed a strong focus on leadership development.

The iconic Essex House first opened its doors in October 1931 and at that time, was the tallest tower in New York City. Marriott Corporation owned and operated the hotel from 1969 to 1984 and though the hotel has grown and changed under several hospitality brands over the years, the building remains one of Manhattan's most revered Art Deco masterpieces of the 1930s. JW Marriott Essex House New York is one of more than 200 hotels and resorts across the country that is recognized by Historic Hotels of America for preserving and maintaining its historic integrity, architecture and ambiance.

"The Essex House is one of New York City's most recognized high-end hotels," said Gaskins. "We will continue to tell the hotel's story by honoring the past, while bringing JW Marriott's signature modern touches to the guest experience. We are proud to be in New York City."

For more information about the hotel, please visit www.marriott.com/NYCEX.

About JW Marriott

JW Marriott is part of Marriott International's luxury portfolio and consists of beautiful properties in gateway cities and distinctive resort locations around the world. These elegant hotels cater to today's sophisticated, self-assured travelers, offering them the quiet luxury they seek in a warmly authentic, relaxed atmosphere lacking in pretense. JW Marriott properties artfully provide highly crafted, anticipatory experiences that are reflective of their locale so that their guests have the time to focus on what is most important to them. Currently, there are 56 JW Marriott hotels in 23 countries; by 2015 the portfolio is expected to encompass 78 properties in 28 countries. www.jwmarriott-hotels.com.

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