

THE WESTIN

BOOK CADILLAC
DETROIT

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THE WESTIN BOOK CADILLAC DETROIT CELEBRATES FIRST ANNIVERSARY

DETROIT, MI – October 23, 2009 – Just over one year ago, on October 6, 2008, The 453-room Westin Book Cadillac Detroit opened its doors following a two year, \$200 million redevelopment to bring back one of the city's iconic landmarks. Over the last year the hotel has been lauded with awards for historic preservation and development along with praise from the metro Detroit community and worldwide hotel guests. The hotel was developed and is owned by The Ferchill Group, Cleveland, Ohio. November will mark 85 years since the original hotel opened on Washington Boulevard.

"It has been an exciting year for Westin and the City of Detroit," said Westin Book Cadillac Detroit Managing Director Tim Freisen. "We are very proud of this beautiful property and our staff works every day to provide service excellence to our guests." Guest Satisfaction Surveys have placed the Book in the top 10 percent of all North American Westin properties indicating outstanding hotel services, facilities, food and beverage and amenities.

Over the last year the hotel has hosted many weddings in the stunning Venetian and Crystal Ballrooms, major business events and meetings in the Woodward Ballroom and a host of other high profile social events throughout the hotel. The Book has quickly become the hotel of choice for visiting film, television and sports celebrities, often referring to the hotel as their "home away from home". The hotel also received rave reviews from national and regional travel writers who were guests during a Detroit area media tour earlier this year.

"Certainly this past year has brought economic challenges to all businesses and indeed to the global hospitality industry," said President and CEO John Ferchill, The Ferchill Group. "However, the Book continues to out-perform the market and has established itself as Detroit's premiere social gathering and upscale lodging destination." The Ferchill Group was honored this month by the National Trust for Historic Preservation for its restoration of The Westin Book Cadillac Detroit. Additional awards include: Best New Venue by *Michigan Meetings & Events* magazine; 2009 Michigan Governor's Award for Historic Preservation, Associated General Contractors of America 2009 Aon Build America Award Winning Construction Project, Douglas McIntosh Award from Preservation Wayne, *Crain's Detroit Business* 2008 Real Estate Award for Redevelopment of the Year.

During the first year of operation the Book welcomed the opening of celebrity chef Michael Symon's Roast restaurant, 19spa24grille for full service personal spa treatments and fine dining with a casual attitude, and the WBC Gourmet Grab & Go coffee shop, all located on the hotel's street level. The Motor Bar on the hotel's second level has proved to be a popular after five spot for cocktails, a small plates menu and conversation.

Dual Anniversary

The anniversary of the Book coincides with the 10th anniversary of the Westin Heavenly Bed[®]. Since the Heavenly Bed was introduced a decade ago more than 75 million

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Westin hotel and resort guests have enjoyed the comfort and luxury of the Westin Heavenly Bed. The launch of the 10-layer bed began a bedding revolution within the hotel industry with Westin as innovator and leader. Due to public demand Westin Hotel & Resorts introduced the Heavenly Bed retail collection and to date about 30,000 full Heavenly Beds, 100,000 pillows and 32,000 sheet sets (300-thread-count Egyptian cotton or a sturdier 230-thread-count cotton/poly blend similar to the 250-thread-count linens used at the hotels) have been sold. The 13 pieces in the ensemble — box spring, pillow-top mattress, down blanket, three sheets, five pillows, bed skirt and duvet — currently sell for \$2,670 and up.

Win a Heavenly Bed

Partnering with Detroit's WDIV-TV, a Westin Heavenly Bed will be the grand prize in a Book Cadillac first anniversary promotion. Anyone interested in entering the random drawing for ten layers of Heaven can do so online at <http://www.clickondetroit.com> through November 30. The Book will be featuring several anniversary packages and specials available throughout the end of the year.

The Westin Book Cadillac Detroit is located at 1114 Washington Boulevard, Detroit, Mich., 48226. Learn more about the hotel at www.bookcadillacwestin.com; for hotel reservations, meetings and special event bookings call 313-442-1600.

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