



Denihan signs management agreement with Ark Partners; For Shoreham Hotel in Midtown Manhattan

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Denihan Hospitality Group has signed a management agreement with Ark Partners for the 177-room Shoreham Hotel, located on West 55th St. in the Midtown area. The property will be converted to an Affinia Hotel this summer.

The addition of this hotel gives Denihan a total of 12 properties in the city (2,577 rooms). In addition to five Affinia Hotels, Denihan's N.Y.C. portfolio also includes The James New York in SoHo, The Surrey and The Benjamin, and several independent properties including two others owned by Ark Partners, The Mansfield and The Franklin.

"This agreement reaffirms our commitment to expanding our portfolio in New York and other key urban markets across the country," said David Duncan, president of Denihan. "We are delighted to be building upon our relationship with Ark and adding the Shoreham to our growing collection of boutique hotels."

"This is a natural evolution of our strategy of aligning our New York City hotel assets with like-minded, proven hotel operators," said Brad Reiss, chairman and CEO of Ark. "We are confident that as an Affinia, the Shoreham will draw on the strength and success of one of Denihan's proprietary brands."

Affinia is a distinctive collection of boutique hotels with locations in New York City and Washington, D.C. targeting the growing base of travelers looking for a uniquely comfortable and customized experience. The brand combines modern business amenities with the comforts of home, including custom-designed Affinia beds, pillow menu and a range programs and services giving guests the opportunity to customize their stay. Affinia Hotels embrace the attributes of the community in which they are located, with design and décor easily adaptable based on the individuality of each property. Each Affinia was awarded the 2012 Certificate of Excellence from TripAdvisor as a result of travelers consistently recommending the hotels with high praise. For additional information, visit www.affinia.com or call 866-246-2203.

Located at 33 W. 55th street between Fifth and Sixth Avenues, the Shoreham enjoys a prime midtown location convenient to business, shopping, Central Park, Carnegie Hall and Broadway theatres. Featuring the Shoreham Bar, which fronts 55th Street, the hotel also has catering and event facilities for up to 150 guests in a variety of private settings. For more information, please visit www.shorehamhotel.com.

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