



BLT Restaurants named restaurant operator for W New York - Downtown, also The Residences

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According to BLT Restaurants, they have been selected as the official restaurant operator for W New York - Downtown and The Residences at W New York - Downtown located at 123 Washington St. For this new project, chef and restaurateur Laurent Tourondel has created BLT Bar & Grill, his interpretation of a modern tavern, as the restaurant for the property.

The new W New York - Downtown is one of the first hotel properties to usher in the rebirth of the Ground Zero neighborhood. The two-floor BLT Bar & Grill will help reclaim the downtown dining scene, giving local residents and travelers alike another reason to stay in the area. The restaurant will also cater to resident owners for "in-residence" dining and private events. The expertly-executed yet casual menu will feature Tourondel's modern versions of classic American bar food, hand-crafted cocktails, beer and wine in a comfortable, modern environment. BLT Bar & Grill will feature affordable selections ideal for everyday dining without departing from signature BLT style and service.

"I designed BLT Bar & Grill as a place to be enjoyed for drinks and a light bite, or a more substantial meal with friends," says Tourondel. "With so many young residents gravitating toward the renewed business growth in Financial District, we look forward to BLT Bar & Grill becoming a stylish and satisfying option for the downtown neighborhood."

The street level will feature an extensive menu of elevated bar snacks executed in plain view by chefs at the large freestanding zinc-topped bar. In addition to the 28 coveted seats at the bar, this bustling ground level will accommodate an additional 50 guests indoors and 90 on the outdoor patio, which will open in the warmer months.

The second floor dining room will feature a larger menu of snacks and starters, sandwiches and burgers, items from the grill and rotisserie, daily specials, and the signature sides and desserts that have made the BLT experience an international sensation. The second floor will also feature a private dining room for 24, the perfect place for casual yet festive gatherings any night of the week.

Much like the menu, the bi-level space incorporates traditional materials used in a modern way. Designed by CCS Architecture, both floors feature high ceilings with custom-designed wood beam chandeliers draped with Edison bulbs. The sculptural fixtures run the full length of the rooms, unifying the space. A nod to the chef's French background, the bar tops and massive door between the hotel and BLT Bar & Grill are polished zinc. Ebonized wood floors and ceilings, dark and distressed wood accents, and antique mirrors in modern frames hanging above create a warm, tavern-like atmosphere. Rectangular slate columns on both levels feature playful chalk designs. Booths and banquettes are outfitted in dark red and brown leathers, and the restaurant's neon signage references classic American pub décor.

st, lunch and dinner daily with the bar menu available throughout the day. BLT Restaurants will also

manage the food provisions for banqueting and catering as well as in-room dining for the property. For more information, visit www.blrestaurants.com.

W New York - Downtown is a 58-story, 400,000 s/f mixed-use development consisting of a 217-room W Hotel and 223 W Residences, designed by award-winning Gwathmey Siegel & Associates Architects with interior design by Graft. In addition to the full service restaurant and bar with outdoor café, plans also include spa treatment rooms, meeting rooms and fitness amenities, providing a fully integrated contemporary lifestyle experience for both guests and locals alike.

The top floors of the building feature 223 modern condominium residences with their own private amenities floor, featuring fitness and lounge facilities and a rooftop landscaped terrace with unparalleled panoramic views in every direction of the Manhattan skyline, including the Statue of Liberty, Verrazano Narrows Bridge, Empire State Building and Chrysler Building. Sixty-four (64) of the residences will be fully furnished by world-renowned, award-winning interior designer Graft. All homes will have unlimited access to the contemporary amenities of the W Hotel. Construction is currently in progress and occupancy for the hotel is expected mid 2010. For more information on residences, please call 212-385-1100, or visit www.wnyresidences.com.

About Laurent Tourondel

Honored by Bon Appétit as Restaurateur of the Year in 2007 and by Food & Wine as a Best New Chef in 1997, Tourondel also has received an array of "Best of..." awards from publications that include Esquire, Travel & Leisure, Saveur and Wine Spectator. Tourondel has changed the approach of fine dining by creating accessible menus prepared with the finest ingredients and presented in a casual, comfortable dining room. By adhering to his belief that ingredients should be stellar, food simply prepared and service kind and efficient, BLT restaurants have become household names.

With the passion and skill of a French-trained chef, and the sensibility and style of a metropolitan restaurateur, Tourondel has successfully infiltrated the rarified world of New York restaurants and the international dining landscape, much to the delight of critics and diners alike.

About BLT Restaurants

BLT Restaurants is owned by Jimmy Haber, Laurent Tourondel and Keith Treyball, and comprised of BLT Steak in New York City (2004), Washington DC (2006), San Juan, Puerto Rico (2006), White Plains, NY (2007), Los Angeles (2008), Scottsdale, AZ (2008), Atlanta (2009), Miami (2009), Hong Kong (2009) and Charlotte (2009); BLT Burger in New York City (2006) and Las Vegas (2008); and BLT Fish (2005), BLT Prime (2005) and BLT Market (2007) in New York City. Upcoming projects include BLT Steak at the Trump International Hotel & Tower Waikiki Beach Walk, BLT Burger in Hong Kong and BLT Bar & Grill at W New York - Downtown in New York City.

About The Moinian Group

The Moinian Group is widely regarded as one of the industry's most active development firms, boasting a portfolio totaling more than 20 million square feet of commercial, industrial, residential, retail and hotel properties throughout the U.S. and abroad, including 13 million square feet in Manhattan. The company has the most extensive private acquisitions in the country, including

trophy buildings like the Downtown Club in Lower Manhattan, formerly known as the Downtown Athletic Club and home to the Heisman Trophy, the Willis Tower in Chicago and Continental Towers at 180 Maiden Lane in Downtown Manhattan. Its team of seasoned professionals, hands-on management style and a strategic approach to investment and growth has armed the firm with the tools necessary to take advantage of the unique opportunities available in the real estate marketplace. For more information about residences please call 212-385-1100 or visit www.moiniangroup.com.

About W Hotels Worldwide®

W Hotels is an innovative contemporary lifestyle brand and the hotel category buster with 35 hotels and retreats in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access to a world of "Wow." Each hotel offers a unique mix of innovative design and passions around fashion, music and entertainment. W Hotels offers a holistic lifestyle experience that is integrated into the brand's sensibility through contemporary restaurant concepts, glamorous nightlife experiences, and signature spas. With 10 years of proven success, W Hotels is on track to double its footprint by 2011. W Hotels and W Retreats have been announced for Downtown New York, Hollywood, London, Paris, St. Petersburg, Guangzhou, Shanghai, Bali, Vieques Island, Koh Samui, and Verbier, among other international destinations. For more information, visit www.whotels.com.

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