

THE ROOSEVELT HOTEL NEW YORK CITY OPENS NEW ROOFTOP LOUNGE, *MAD46*

NEW YORK – July 14, 2008 – The Roosevelt Hotel, located at the corner of Madison Avenue and 46th, reaches new heights with the debut of its rooftop lounge *mad46*. Guests are invited to kick back, relax and enjoy a refreshing break from the hustle and bustle of the “city that never sleeps” atop the 19th floor of a legendary hotel.

In form, The Roosevelt Hotel’s *mad46* offers a modern and minimalist feel, but its function does not sacrifice service and spaciousness as ultra-trendy bars in the city often do. Its feel is cosmopolitan and creative, urbane without being absurd.

mad46 opens its skies Monday through Thursday from 5 p.m. to midnight; Friday from 3 p.m. to midnight; Saturday from 5 p.m. to midnight and is available Sunday by request for private parties or receptions. Offering views of midtown Manhattan, the sky-high lounge serves as an unpretentious after-work hideaway and is accessible to visitors through an exclusive elevator located on the 46th Street entrance at the back of the hotel.

Along with its signature drink list, *mad46* offers palate-pleasing lite fare for the happy-hour enthusiasts. From Poached Jumbo Shrimp Cocktail served with Absolut infused cocktail sauce to Sing Buri Cashews dusted with flavors reminiscent of a great Thai dish, the lite fare is sure to satisfy.

The signature drink list for *mad46* includes everything from the Sangria 46 Rosada to the Rooftop Mojito. *mad46* brings back some classical favorites with a modern twist. For example, the lounge offers the Teddy-Tini as a salute to the hotel's namesake -- Teddy Roosevelt. It is rumored that Teddy drank a gallon of coffee a day so it is only natural that this would be an espresso-tini. The lounge also offers a spin on the classic Bellini, the lounge introduces the Mad Bellini with an edible rose petal garnish.

“We are extremely pleased to announce the opening of The Roosevelt Hotel’s new rooftop lounge,” John Trovato, the General Manager of The Roosevelt Hotel, said. “With the hotel’s proximity to many large corporations on Madison and Park Avenue, *mad46* will serve as an ideal hot spot for happy-hour.”

Deemed Grand Dame of Madison Avenue since 1924, The Roosevelt Hotel New York City is located right in the thick of things -- steps from Fifth-Avenue shopping and a straight shot to the hip East Village and Lower East Side's restaurants and lounges. Offering 1,015 guestrooms, its historic heritage is reflected in the meticulously restored interiors, designed to capture the original architecture and offer modern-day amenities.

For more information on The Roosevelt Hotel's new rooftop lounge *mad46*, call The Roosevelt Hotel toll-free **888-TEDDY-NY** or visit **www.theroosevelthotel.com**. When in Paris make sure and consider its sister property, the Scribe Hotel. Located between the Opera Garnier and Place Vendome, the Scribe Hotel is ideally located in the heart of the business and tourist quarters of Paris, www.sofitel.com.

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