



Contact:

Ken Ellens
Ken Ellens Communications
201-758-2864 / 201-758-2865-Fax
KenEllens@aol.com

Joseph C. Di Girolamo, CHME, CDME
Director of Sales & Marketing
The Heldrich
10 Livingston Avenue
New Brunswick, NJ 08901
732-214-2205 / 732-214-2201-Fax
jdigiolamo@banchmarkmanagement.com

FACT SHEET

THE HELDRICH

**10 Livingston Avenue
New Brunswick, NJ 08901
732-729-4670 / 866-609-4700-toll free / 732-729-4672-Fax
www.theheldrich.com**

LOCATION:

The Heldrich Hotel enjoys an easily accessible location in central New Jersey. Within an hour from New York City or Philadelphia, New Brunswick, aptly nicknamed the “Hub City,” is convenient to travel to by air, train, or car.

DESCRIPTION:

The Heldrich offers a sophisticated, central gathering place for successful meetings as well as leisurely getaways. The innovative hotel is designed to offer the discerning guest attentive service and an environment conducive to both focused meetings and memorable celebrations. Located steps from three performing arts centers, The Heldrich is a gateway to New Brunswick’s vibrant surrounding community. Less than an hour from Manhattan, our convenient location opens the door to exploring the extraordinary attractions of one of the world’s greatest cities.

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OPERATOR: Benchmark Hospitality International, an independent hospitality management company based in The Woodlands (Houston), Texas, operates resorts, conference centers, hotels and condominium resorts both domestically and internationally. For locations of Benchmark Hospitality properties and for additional information, visit Benchmark's Website at www.benchmarkhospitality.com.

GENERAL MANAGER: Michael J. Taylor, CHA, CMP

DIRECTOR OF SALES & MARKETING: Joseph C. Di Girolamo, CHME, CDME

GUESTROOMS: The Heldrich Hotel features 248 luxuriously appointed guestrooms showcasing views of downtown New Brunswick and the surrounding area. The interior décor of simplicity and style is conducive to relaxation or productivity. Wireless Internet access and spacious work desks with two line telephones are available. Our 14 elegant suites feature the added convenience of a separate parlor. Our guest services, including Concierge and 24-Hour In-Room Dining, ensure that you have whatever you need for comfort.

CONFERENCE FACILITIES: The Heldrich is a host that has mastered the art of meetings, with signature Benchmark Hospitality International services. We offer 25,000 square feet of impeccable function space designed to create a distraction-free environment. From our grand ballroom to 17 conference rooms, you will find versatile venues, which can be transformed to your needs. Personalized planning services ensure that every aspect, from alluring cuisine to state-of-the-art technology, unfolds exactly as planned. Whether you are planning a conference, executive retreat, or high-powered seminar, we have assembled the perfect meeting environment.

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CONFERENCE SERVICES:

The property provides a dedicated conference planner and Benchmark Hospitality's Signature Conference Concierge Services to take the worry out of arranging a goal-focused, productive meeting. The Planner works with each group through every step of the planning process and in executing the event. A 24-hour Executive Business Center, with complimentary high-speed Internet access, express shipping options, and printers for color and bulk printing, is available throughout the conference.

TECHNOLOGICAL CAPABILITIES:

The Heldrich showcases cutting-edge technology and a plethora of audiovisual services to ensure your success. Wireless Internet access is available throughout the property and a helpful Executive Business Center are just a few ways we have anticipated all of your needs.

RECREATION:

The property offers a distinctive retreat with both on-site recreational options, and a location close to the area's exciting attractions. Visit our modern health club for a dose of energy, enjoy a round of golf on area courses, or enjoy three performing arts centers just steps away. Our Concierge can offer assistance with whatever type of activity you seek. From New Brunswick's entertainment to The Big Apple, The Heldrich is convenient to it all.

RESTAURANT & BAR

Enjoy all-day dining at Christophers, The Heldrich's casually sophisticated restaurant, serving freshly prepared specialties to delight the discriminating palate. The trendy metropolitan bar is a welcome haven for savvy cocktails and beverages, and spirited conversation. The cuisine and ambiance of The Heldrich are destined to be a favorite of locals and guests alike.

Two private dining rooms within Christopher's are the perfect venue for special occasions, and alfresco dining will be available in season. Twenty-four hour in-room dining is available for hotel guests.

TRANSPORTATION: The Heldrich is situated just west of the important US Route 1 business corridor stretching from Princeton to New Brunswick and four blocks from the Northeast Corridor NJ Transit train service (Boston-New York-Washington, DC) and Exit 9 of the New Jersey Turnpike. It is 30 minutes outside New York City, an hour from Philadelphia, and has rail service to Newark Liberty International Airport.

OPENING DATE: March 2007

DEVELOPER: New Brunswick Development Corporation (Devco) is a non-profit urban real estate development company created in the mid-1970's to initiate redevelopment projects and to serve as the vehicle for public and private investment in the City of New Brunswick. For more information visit www.devco.org.

DESIGN:

**Architecture &
Interior Design**

James R. McAuliffe Architects (DBA CMMI) is an award-winning Atlanta-based architecture and interior design firm. For more information visit www.cmmi-redlines.com.

Contractor

Keating Building Corporation is a recognized leader in construction, real estate development investments and environmental management. For more information visit www.keatingweb.com.

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