



CROWNE PLAZA®

HOLLYWOOD BEACH

THE PLACE TO MEET.

**SOUTH FLORIDA'S CROWNE PLAZA HOLLYWOOD BEACH
DELIVERS PEACEFUL "Zs" WITH CROWNE PLAZA SLEEP ADVANTAGE®**

HOLLYWOOD, Fla., January 16, 2008 – Whether a quarterly meeting at corporate headquarters in Fort Lauderdale or visiting clients in nearby Aventura, business travelers can count on a good night's sleep and call the new Crowne Plaza Hollywood Beach their home away from home. In addition to each room featuring luxurious sheets and a pillow-top mattress for maximized comfort, the hotel features the **Crowne Plaza Sleep Advantage®**, developed with the help of renowned Sleep Specialist Dr. Michael Breus, Ph.D.

The Crowne Plaza Sleep Advantage® includes plush sheets and white down comforters, as bedding is a foundation of the relaxation process. The Crowne Plaza Hollywood Beach has designated Quiet Zone Floors to ensure maximum silence for business travel guests. Families and leisure groups are booked on other floors of the hotel and each designated floor features limited housekeeping or maintenance activities between 9 p.m. to 10 a.m. All rooms include a Sleep CD with three mellow tracks, relaxation tips and exercises to help promote healthy sleep habits. An eye mask and drape clip to block out unwanted light are among the offered sleep amenities along with earplugs to ensure silence, lavender spray to promote relaxation and a softly lit nightlight during the night.

"As simple as it sounds, getting ample rest and a sound sleep plays an important part of a successful business trip," says Crowne Plaza Hollywood Beach General Manager Clifford Ferrara. "The Crowne Plaza Sleep Advantage® and its holistic approach to a better night's sleep is a program we are proud to offer guests."

Dr. Michael J. Breus, PhD, is a clinical psychologist and a diplomat of the American Board of Sleep Medicine, with a specialty in Sleep Disorders and Neuropsychological Testing, currently serving on the faculty at the Atlanta School of Sleep Medicine. His audio relaxation CD, distributed by Crowne Plaza Hotels and the online record store CD Baby, has sold over 1 million copies.

- About Crowne Plaza Hollywood Beach -

Ideally located between Fort Lauderdale and Miami on the picturesque Intracoastal Waterway, the new 10-story, contemporary-designed Crowne Plaza Hollywood Beach features 311 well-appointed rooms with expansive balconies, offering views of the Intracoastal or the Atlantic Ocean. Lush tropical landscaping surrounds the resort's spectacular waterfront infinity-edge, free-form pool, ideal for romantic waterfront dining, special events or relaxing under a cabana. The property also offers two culinary options – Elements Bistro, featuring continental cuisine, and poolside Tiki Bar – 10,000 square feet of meeting space, fitness center, signature holistic Sleep Advantage Program and convenient beach access. Plans call for an adjacent full-service marina.

Crowne Plaza Hollywood Beach is located at 4000 South Ocean Drive, Hollywood, Florida 33019. For more information, please call (954) 454-4334. Visit www.cphollywoodbeach.com.

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Contact:

Gina Stouffer/Mike Hicks

Lou Hammond & Associates

Phone: 305-443-8862

E-mail: ginag@lhammond.com/michaelh@lhammond.com