

THE WESTIN CHICAGO RIVER NORTH

Contact: Dee Hampton, Quinn & Co., 212.868.1900 x357; dhampton@quinnandco.com

Cross-Train Your Brain With The Westin Chicago River North Introducing A New Kind Of Workout: BrainBody Fitness

Westin Partners with Top Wellness Experts and Becomes First Hotel Chain to Pair Mental and Physical Exercise

CHICAGO— (April 25, 2008) – Forget where you put your car keys? Blank on your brother-in-law's name? Train your brain with **The Westin Chicago River North's** newest wellness initiative: **BrainBody Fitness**, a program connecting mental and physical fitness for optimum health and just another way Westin is helping guests feel better upon checkout than when they arrived. **BrainBody Fitness**—an extension of the successful WestinWORKOUT program, which already includes runWESTIN and WestinWORKOUT guestrooms—is a series of original exercises that will be distributed at each Westin throughout North America and provide guests with simple and effective ways to sharpen their thinking and calm their minds and bodies for better health. Westin will place expert-recommended mind and body stretches in a variety of strategic hotel touch points, including the front desk, guestroom showers, public spaces and WestinWORKOUT fitness centers. Guests will have the chance to cross-train their brains in the shower with brain-teaser shower clings or get a mental workout poolside with signature puzzle pads and brain stretches.

“This innovative program is a great way to promote overall wellness,” said Peter Simoncelli, general manager. “Providing guests with simple ways to stay physically and mentally fit during their visit will enable travelers to practice techniques during their daily routines.”

Trainer to the stars and bestselling author David Kirsch developed physical exercises meant to be performed in conjunction with brain teasers provided by Dr. Gary Small, Professor of Psychiatry and Biobehavioral Sciences at UCLA and one of the world's leading physician/scientists in the fields of memory and longevity. Dr. Small also developed for Westin a five-day brain challenge that will give employees and guests an introduction to this timely concept while guiding them to top mental fitness.

As part of his partnership with Westin, Dr. Small created a custom five-day challenge that guides participants through a concentrated regimen of healthy eating and thinking for fast and effective results. To kick off the **BrainBody** initiative, the general manager of each Westin hotel went through the challenge; several employees—including team leader Sue Brush—will report on their experience on the **BrainBody** website, www.westin.com/brainbody. Visitors to the site can download the Westin five-day challenge, take before-and-after brain-age assessments, read employee blogs, browse additional **BrainBody** challenges and read travel and wellness tips from Dr. Small and David Kirsch.

“Our research has found that exercising our minds and our bodies together not only improves memory ability and brain power, but it also has a major impact on how well and how long we live,” said Dr. Small. “In just a few days, people notice benefits, and they're motivated to make brain and body fitness a daily lifestyle routine.”

Beginning this month, all Westin hotels in North America will introduce new key-card packets that explain the benefits of **BrainBody** Fitness and are stocked with a variety of brain workouts and body stretches to awaken, refresh or relax, depending on the time of day. The morning **BrainBody** card, for example, urges guests to stretch their bodies and minds with custom exercises that can easily be done in a hotel room; the afternoon workout might recommend a recharging meditation and simple stretch; at the end of the day, the experts suggest calming exercises.

The Westin Chicago River North also offers in-room **BrainBody** coasters and puzzles to keep guests' minds stimulated while they are relaxing in the comforts of their room.

BrainBody Fitness joins a host of initiatives aimed at personal renewal recently introduced by the brand. In the fall of 2007, Westin partnered with SuperFoods Partners LLC to become the first hotel brand to create a SuperFoods-focused menu. A new in-room spa program includes a custom-designed portable spa table, the Heavenly Spa Nova. Additionally, Westin properties across the globe host Unwind evening rituals—mini lessons, tastings and art installments that help guests connect with each other and the culture of their surroundings. WestinWORKOUT was developed in partnership with worldwide fitness leaders as the travel industry's most extensive fitness and wellness program.

For more information on BrainBody Fitness and local BrainBody challenges please visit www.westin.com/brainbody. For hotel information please call (312) 744-1900 or visit www.westinchicago.com.

Overlooking the Chicago River at 320 North Dearborn Street, The Westin Chicago River North is centrally located in the heart of Chicago's business and theatre districts and steps from Millennium Park, fabulous Michigan Avenue shopping and great restaurants. The hotel's 424 rooms and suites offer beautiful skyline views and feature Westin's legendary Heavenly Bed® and invigorating Heavenly Bath®. The recently refreshed Westin Executive Club® Level showcases refurbished guestrooms with iMAC computers, iPod docking stations, 32-inch flat-screen televisions, complimentary high-speed Internet access and ample desk space. The new Westin Executive Club® Lounge offers complimentary Wi-Fi, 42-inch flat-screen televisions and more. For distinctive dining, there is Ember Grille, Hana Lounge and Kamehachi Sushi Bar. Other services and amenities include WestinWorkout® Powered by Reebok, massage therapy, concierge services and a state-of-the-art business center.

###