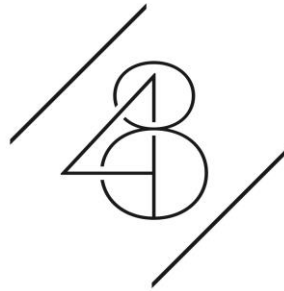


Media Contact:

Hersha Hospitality Management, 267.238.5037

Alex Mazza, alexandra.mazza@hhmlp.com



HOTEL 48LEX
NEW YORK

HOTEL 48LEX NEW YORK REVAMPS WELLNESS PROGRAM FOR 2017

NEW YORK (January 11, 2016) – [Hotel 48LEX New York](#), a residential-style boutique hotel, today announced an exciting update to their wellness programming. With a continued “guest-first” approach, the Midtown East, luxury lifestyle hotel will offer new, healthy programs. From a wellness-focused package inspired by the New Year to complimentary yoga for weekend guests – both new additions to their 24-hour fitness facility and daily European Breakfast offering in The Lounge (the hotel’s private second floor lounge) – Hotel 48LEX has options for every fitness enthusiast.

Guests of Hotel 48LEX will enjoy their own private piece of Manhattan, without sacrificing their workout while traveling, with the “New Year, New You” package. Launching today, the package will include overnight luxury accommodations and house privileges, which includes a 24-hour Fitness Center, daily breakfast and lounge access, as well as two passes to nearby Grand Central location of Brick Fitness and two complimentary fresh-pressed juices from the hotel’s brasserie, Lexington Brass. Brick Fitness offers a variety of classes from CrossFit to high-intensity circuit-style workouts and the guest passes can be used any time during their stay. Guests can then enjoy a post-workout juice, choosing from the Mr. Green (kale, apple, ginger) or the Revitalizer (carrot, apple and lime juice with candied ginger) either on-the-go from the restaurant’s beverage corner or in the comfort of their room.

Starting this Saturday, through January and February, any guest can reserve a spot and head to the Alcove in the second floor Lounge for a complimentary Vinyasa yoga session at 10 am. Led by instructor Heidi Okada, one can flow through poses on provided yoga mats while taking in a spectacular view of Lexington Avenue through the floor-to-ceiling windows.

“We hope to energize our guests and their health and fitness routines when they stay with Hotel 48LEX this winter,” said general manager Jonathon Goldberg. “Through expanding our wellness offerings, our guests will be able to stay on track and stick to their healthy goals – all while enjoying the amenities of our personalized, residential style hotel experience.”

For more information about Hotel 48LEX, or to make a reservation, please call 212-888-3500 or visit www.hotel48lexnewyork.com.

About Hotel 48LEX New York

Hotel 48LEX New York is a AAA Four Diamond hotel featuring 116 spacious pied-à-terre style bedrooms and suites, each designed to resemble an upscale Manhattan apartment with elegant touches such as marble bathrooms, contemporary art décor, kitchenettes stocked with local snacks and beverages, and floor-to-ceiling windows with views of Lexington Avenue. Located in Midtown East in Manhattan within walking distance of many iconic New York City destinations, Hotel 48LEX offers complimentary high-speed Wi-Fi, access to a 24-hour fitness studio and four Executive Boardrooms perfect for intimate special events and meetings. The Lounge stands in for a typical “lobby,” with daily breakfast and snacks available throughout the day at the communal table, comfortable furniture for guests to relax, wine and cheese selections every evening, and a library of Assouline coffee table books. Lexington Brass, a New American bistro on-property, offers creative twists on classics and also caters food for in-room dining and meetings.

###