

Media note: CEO Bill Walshe visits Boston on June 4th and is available for interviews as he inspects the new identity package and hotel signage along Stuart and Berkeley Streets (installation takes place on 5/28, 11a), and joins General Manager Stephen Johnston in welcoming hospitality industry veteran Jay Gilman as new Sales & Marketing Director.

FOR IMMEDIATE RELEASE

CONTACT: **Lindsay Rotondi**: 617.488.2888/lrotondi@regancomm.com

Joanna Roffo: 617.488.2852/jroffo@regancomm.com

JURYS BOSTON HOTEL PLANTS BACK BAY ROOTS, CHANGES NAME TO THE BACK BAY HOTEL

BOSTON, Mass. (May 27, 2009) -- The Doyle Collection, a select group of urban hotels based in Dublin, is pleased to announce that following a rebranding campaign celebrating five years in the Boston's Back Bay, Jurys Boston Hotel will open its doors on June 1, 2009 with new signage and design package reflecting their new roots in the neighborhood and new name: **The Back Bay Hotel**. The hotel opened in June 2004 at 350 Stuart Street with 225 guest rooms, and is home to five meeting rooms, the Stanhope Grille restaurant, and Cuffs, An Irish Bar.

Walshe said: "Each of the hotels in The Doyle Collection has a different character, but all have a common aim – to provide our guests with a modern interpretation of extraordinary hospitality and expert service that only a hotelier with decades of experience can consistently deliver."

Stephen Johnston, General Manager, said, "The Back Bay Hotel's new name is a celebration of our roots becoming firmly planted in the Back Bay neighborhood, the evolving tastes of our guests, and a vote of confidence in the Boston business community. We are proud to have struck a chord with our guests, who enjoy the blend of classic details, Irish Boston heritage, and modern interpretation, all in harmony with the Back Bay's charm."

After converting the forbidding historic Boston Police Headquarters into a warm, inviting, contemporary destination for business and leisure guests, this boutique hotel quickly became a good neighbor and Back Bay destination, winning accolades for its blend of contemporary style, inviting accommodations, and warm Irish hospitality. Rated #1 on TripAdvisor.com (as of 5/7/09) out of 74 Boston hotels, The Back Bay Hotel offers simply understated luxury and complimentary amenities, from plush robes and bottled water to high-speed Internet access and al fresco dining along Berkeley Street. The waterfall feature and Irish modern art are guest favorites, second only to the property's reputation for extraordinary service and "practical pleasures".

Based in Dublin, **The Doyle Collection** – formerly known as the Jurys Doyle Hotel Group - is a privately-held hotel group managing eleven luxury hotels spanning six major urban centers in the U.S., Ireland and the UK, representing 2,300 rooms and approximately 1,400 employees. With an intensive Euro 200 million capital investment program, The Doyle Collection is enjoying new life and luster with refurbishments in properties and brand identities across the eleven properties. Each property shares a single aim: to provide their guests with extraordinary hospitality, dedicated service and an atmosphere of modern, understated luxury.

In addition to The Back Bay Hotel, The Doyle Collection The Dupont Hotel, The Normandy Hotel, and The Courtyard by Marriott in Washington DC; in Ireland, Dublin's The Westbury and The Croke Park Hotel as well as The Cork Hotel; and in England, The Bristol Hotel, and London's The Marylebone Hotel, The Great Russell Hotel, and The Kensington Hotel.

The first Jurys Hotel was founded in 1839 by William Jury at No.7 College Green in Dublin, and the Group has traded as leading Irish hoteliers ever since. The Doyle Group was founded in 1964 by PV Doyle, and was Ireland's largest privately-owned and managed hotel group. In 1999, Jurys Hotel Group plc acquired the Doyle Hotel Group. The group was taken private in 2005. The re-launch of The Doyle Collection marks the evolution

of the company in keeping with PV Doyle's original vision, delivered by the next generation of the Doyle and Beatty families.

Commenting on the unveiling of the new name and launch of the new brand identity in The Westbury Hotel in December 2008, **Bernie Gallagher, Chairman** of *The Doyle Collection* said, "The creation of The Doyle Collection signals a new dawn for our organization. Building on the Doyle family approach to hospitality, founded by my father PV Doyle in 1964, our new identity reflects a long tradition of excellent service and embodies the spirit of the new luxury hotel group. A contemporary design ethos of simple, understated luxury, as the physical structures are changing, so too is the way we think about the evolution of service and the positioning of our new brand."

The company has developed ambitious plans to grow revenues and compete exclusively in the luxury segment of the market.

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Media Contacts:

In the United States:

Boston: Julie Dennehy, Dennehy PR
508-533-8311 or Julie@dennehypr.com

In Dublin:

Martha Kavanagh / Laura Mannion, Drury Communications
Tel: 01 260 5000 / 087 646 2006 / 087 294 9302

The Doyle Collection: Environmentally and Socially Responsible

Read more about the organization's environmental policies here:

http://www.doylecollection.com/about/company/environmental_policy.aspx

Read more about the organization's social responsibility mission here:

http://www.doylecollection.com/about/company/corporate_responsibility.aspx