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“PRE-STAY” CONCIERGE SERVICE AT THE BACK BAY HOTEL MAXIMIZES YOUR STAY, MAKES MEMORIES

BOSTON, Mass. (November 3, 2009) – This winter, business and leisure visitors to Boston can make every minute count at The Back Bay Hotel with the boutique hotels’ new Pre-Stay Concierge Service. This free guest service allows a concierge do all the challenging planning and budgeting – before you check in. The hotel’s website (<http://www.doylecollection.com>) lists a variety of “memorable experiences” available to guests, or they can create their own memories with a custom package.

Just a few “Memorable Experiences” available at The Back Bay this winter season include the Harry Potter Exhibition, holiday shopping weekends, Urban Nutcracker (December), Boston Wine Expo, and the 2010 Boston Flower and Garden Show (Mar. 24-28), and of course New Year’s Eve. To book any of these memorable experiences or create your own with the help of an expert, phone direct at 617-532-3809 or toll-free at 877-587-9774.

Formerly known as Jurys Boston Hotel since its launch in 2004, The Back Bay Hotel is a member of The Doyle Collection, a select group of urban hotels based in Dublin, and is celebrating five years in the Boston’s Back Bay with at 350 Stuart Street with 225 guest rooms, and is home to five meeting rooms, the Stanhope Grille restaurant, and Cuffs, An Irish Bar.

According to Bill Walshe, Doyle Collection CEO, “Each of the hotels in The Doyle Collection has a different character, but all have a common aim – to provide our guests with extraordinary hospitality and expert service that only a hotelier with decades of experience can consistently deliver.”

Stephen Johnston, General Manager, said, “Our pre-stay concierge service is second to none. From marriage proposals to requests to accommodate all types of lifestyles and preferences, our concierge is a local expert in finding the best, most affordable way to make your stay an incredible experience.”

The Back Bay Hotel is located in the Back Bay neighborhood, centrally located to guests as a jumping off point for a handful of creative hotel stay packages or a “create your own” experience. Business travelers, Boston sports or Harry Potter fans, families in town for college tours seeking to maximize their time... a concierge can find tickets, provide recommendations, and squeeze value out of each dollar.

More about The Back Bay Hotel: 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.

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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