



For Immediate Release
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**ALDEN-HOUSTON ACCEPTED AS MEMBER OF PREFERRED HOTELS &
RESORTS**
Five-Star Luxury Hotel Continues its Commitment to Quality Assurance

Houston - Alden-Houston, a stylish 97-room boutique hotel located in the heart of downtown Houston, is pleased to announce that it has been accepted into membership of Preferred Hotels & Resorts, the ultimate luxury collection featuring more than 150 exceptional hotels and resorts in the most desirable locations around the world.

"The name Alden means "old friend" when translated from Old English," said Susan Ward-Freeman, general manager of Alden-Houston. "This name embodies how we treat every guest, as if we are personally welcoming them into our own home. We feel Preferred Hotels & Resorts encompasses this ideal of hospitality and we are proud to be a member of this prestigious collection of hotels."

Alden-Houston boasts a perfect location in the center of Houston's legal, business and theatre districts, minutes away from landmark destinations including: George R. Brown Convention Center, Toyota Center, home of the Houston Rockets, Comets and Aeros, and Reliant Stadium, home of the Houston Texans and Houston Livestock Show and Rodeo. It is also within walking distance of the Houston Astros' Minute Maid Park.

The five-star luxury hotel is home to the award-winning *17 restaurant, offering an enticing variety of New American cuisine, paired with an extensive wine list. The hotel's intimate lounge, a+, provides the perfect end to any day with creative signature cocktails in sleek and elegant surroundings.

All Preferred Hotels & Resorts embrace an award-winning Standards of Excellence™, an extensive 1,600 item annual quality assurance program that has been honored with the "Best Practices Champion Award" by Cornell University. This legendary commitment to quality ensures an unparalleled guest experience, from top-tier amenities to superb service.

For more information about Alden-Houston visit www.aldenhotels.com. For reservations, please email robby.abshire@aldenhotels.com or call 832-200-8843. For a complete list of Preferred Hotels & Resorts, visit www.preferredhotels.com.

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As a member of Preferred Hotels & Resorts, Inc., Alden-Houston is known for its' five-star accommodations, world-class service and exquisite dining. Located in the heart of downtown Houston, Alden-Houston combines classic architecture with cutting-edge, contemporary design. Alden-Houston welcomes you to indulge in the award-winning restaurant, *17, and the stylish lounge, a+. *17's New American Cuisine is certain to please all discerning palates, and the elegant, yet casual atmosphere of a+ invites you to relax and unwind. For more information, visit www.aldenhotels.com.