

Luxe Worldwide Hotels Adds the Chic and Upscale Bulfinch Hotel

Los Angeles, CA, September 17, 2007 - Luxe Worldwide Hotels (www.luxehotels.com), a leading provider of marketing services within the hospitality industry, proudly announces the addition of the Bulfinch Hotel (www.bulfinchhotel.com), a flat-iron building right in the heart of downtown Boston. The Bulfinch is an upscale chic destination for travelers who value excellent comfort and unrivaled convenience.

"The Bulfinch is a star property in Boston and the whole of New England, offering a wonderful form of personalized service and professional discretion. The hotel's decision to work with Luxe is further testimony of our proven success and well-established reputation for significant achievement," said Efreem Harkham, President and CEO of Luxe. "Luxe is a natural vehicle for us to showcase the Bulfinch to a larger audience of customers who appreciate this kind of unique property. We now have a perfect partner to achieve this mission," stated Jeff Waldt, Senior Vice President of Sales and Marketing for Island Hospitality.



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About The Bulfinch Hotel

The Bulfinch Hotel is a nine story triangle-shaped, or flat-iron, building located conveniently in downtown Boston, also known as the "Bulfinch Triangle" or West End. The hotel is close to several attractions, including the John Hancock Tower, Prudential Building, Government Center (which is only two blocks away) and the Convention Center. The Bulfinch is part of Island Hospitality Management Inc., which is owned by Apollo Investment Corporation. Island Hospitality is a third-party, independent hotel management company that oversees 79 properties in the U.S., including Marriott, Starwood, Hilton and Hyatt.

About Luxe Worldwide Hotels

Based in Los Angeles, California, is a premier representation company of independently owned and operated hotels situated in prominent international locales. Luxe provides global sales, reservations, marketing and eBusiness services to hotel members from Beverly Hills to Barbados, Barcelona, Bali and beyond. Make online reservations and find more Luxe Worldwide information at www.luxehotels.com or call toll-free +1-866-LUXE-411 within the USA and Canada 24/7.