

Contact:

Marc Becker
Area Director of Marketing
Marc.Becker@neworleanshotelcollection.com
(504) 527-0407

For Immediate Release



The New 102-room Hotel Mazarin, a New Orleans French Quarter Diamond, to Open as an Upscale Boutique Hotel

Hotel Unveils a Luxurious Boutique Design and Service Philosophy Evocative of New Orleans' Art de Vivre

NEW ORLEANS, La., December XX, 2011 – Hotel Mazarin, part of the New Orleans Hotel Collection, has announced that it will open on **December 28, 2011** after a comprehensive multi-million dollar renewal resulting in a charming oasis located in the most vibrant and fashionable district in New Orleans. The building formerly housed the Saint Louis Hotel.

The 102-room Hotel Mazarin, situated at 730 Bienville Street in the French Quarter, will unveil a completely transformed property accented in gold leaf, rich woods and a fresh and luxurious décor in calming colors that reflects the *art de vivre* which makes New Orleans such an enchanting city.

Like its namesake Cardinal Jules Mazarin - a 17th century Italian-born pontiff, an advisor to the French Crown, a collector of fine wines and wealth, and a Machiavellian diplomat - the Hotel Mazarin will pay tribute to its historical past while providing modern comforts and conveniences delivered with a personal touch.

“We are excited to offer such a beautifully distinctive hotel that presents an atmosphere of cultural sophistication, elegance and service for our guests,” said hotel owner Joseph A. Jaeger, Jr., managing member of 730 Bienville, LLC. “Hotel Mazarin will provide a desirable, stylish destination for travelers surrounded by the French Quarter’s world-renowned entertainment, dining, shopping and historic attractions.”

The extensive renovation involves upgrading all guestrooms and public spaces which reflects the owner’s personality and sensibilities. Thoughtful complimentary amenities include: Wi-Fi, breakfast, and local phone calls; in-room coffee, bottled water, newspaper, robe and slippers, safe, and cube coolers; and a welcome refreshment upon arrival. In addition, hotel guests will enjoy the private courtyard with renaissance inspired fountain, a fitness center and a business center. To complete the offerings, in-room spa services for guests to choose from will also be available.

The hotel bar, Patrick’s Bar Vin, opened earlier this year and has already become a French Quarter destination for both New Orleans locals and visitors. Named after proprietor Patrick van Hoorebeek, a longtime European transplant to the city, the bar is situated adjacent to the hotel’s tropical courtyard and offers a wide selection of wines and champagne by the glass, light and savory small plates, and mixed drinks in a comfortable, upscale décor.

“This will be a unique hotel with a high level of service and staffing that’s cordial, capable and committed to providing an unparalleled experience,” said Area General Manager Craig Hulford. “All guestrooms, public spaces and amenities will be completely overhauled to reflect a luxurious sensibility. Hotel Mazarin will be ready to see to guests’ needs to make their visit to America’s favorite city the most it can be.”

Grand Opening Sweepstakes

In celebration of this exciting opening, the Hotel Mazarin and the New Orleans Hotel Collection have created a very desirable New Orleans Mardi Gras travel package sweepstakes for the chance to win: four nights’ luxurious accommodations at Hotel Mazarin for two; advance purchase airfare allowance for two; New Orleans Airport limo transfers with Limo Livery; and a ride for two aboard a Krewe of Orpheus float in a real Mardi Gras Parade with the assistance of Mardi Gras World. For full sweepstakes details and official rules, please visit www.hotelmazarin.com/sweeps. This sweepstakes begins on December 9th.

About the Hotel Mazarin

Located in the heart of the French Quarter, the newly designed 102-room Hotel Mazarin creates an inviting and personable stay delivered in historical elegance with modern hotel conveniences. The hotel takes its name from the famous European diplomat and Catholic Pontiff, Cardinal Jules Mazarin, a 17th century Italian-born statesman, gambler, *aide-de-camp* to French royalty, Machiavellian scholar, chief financial minister to Queen Anne, and a longtime Regent of France on behalf of Louis the XIV. A

Renaissance man and collector of fine wines and wealth, he designed the Mazarin Diamond, collected jewels, and was an avid reader and a man of acclaimed wit. His reputation, once sullied, became golden again and his spirit lives on in the new Hotel Mazarin. Located one-half block from Bourbon and Royal Streets, the hotel is ideally situated to the entertainment, dining, shopping and cultural offerings of America's favorite city. Hotel Mazarin is owned by 730 Bienville, LLC whose principals, Joseph A. Jaeger, Jr. and Wayne Ducote are committed to the recovery of New Orleans and the further strengthening of the New Orleans hospitality industry. For more information, visit www.hotelmazarin.com.

About the New Orleans Hotel Collection

The New Orleans Hotel Collection is a group of seven splendidly original hotels in the New Orleans metropolitan region owned by local investors. Comprised of the Bourbon Orleans, Dauphine Orleans, Hotel Le Marais, Wyndham Riverfront, Audubon Cottages, Crowne Plaza New Orleans Airport and the new Hotel Mazarin, these boutique and small upscale meeting hotels are in prime locations throughout the city. For more information, visit www.neworleanshotelcollection.com.

###