



RIVER INN *of Harbor Town*

Contact:
Lucy LeTourneau
Partners@fivestaralliance.com
703-836-0692 x716
<http://www.FiveStarAlliance.com/>

Media Contact:
Ashley Burton
inferno
901-278-3773
ashley@creativeinferno.com

The River Inn of Harbor Town Chosen as a Partner Hotel by Five Star Alliance

MEMPHIS, Tenn. – February 1, 2007 – The River Inn of Harbor Town, a small luxury boutique hotel in downtown Memphis, today announced a new affiliation as a “Partner” with Five Star Alliance (www.FiveStarAlliance.com), the leading online travel agency for luxury hotels. Through the agreement, the hotel will be listed among Five Star Alliance’s collection of luxury hotels, the most comprehensive luxury collection available anywhere.

“We’re proud to be featured in Five Star Alliance’s prestigious collection of luxury hotels,” said Karl Friedrich, General Manager of The River Inn of Harbor Town. “By aligning with such a reputable group, we will further enhance our reputation with savvy travelers who appreciate the finest in luxury travel.”

The River Inn will be listed along with two other Memphis hotels on the Five Star Alliance Web site, which recommends hotels to millions of affluent travelers and provides real-time online booking for the most comprehensive collection of luxury hotels worldwide. By focusing 100 percent on luxury hotels, the company is in a unique position to select the cream of the crop of the world’s top hotels.

“As the luxury hotel industry continues to grow at a rapid clip, recommendations from a trusted source become even more important,” said Cal Simmons, Chairman and CEO of Five Star Alliance. “Our Partner Hotel program allows us to recommend select hotels in a given market and bring unique value to our large, targeted audience of luxury travelers, while at the same time delivering significant exposure and sales to all luxury hotels featured on our site.”

Located just steps from the Mississippi River in downtown Memphis’s award-winning Harbor Town community, the River Inn’s 28 luxurious guest rooms and suites are situated in two buildings; a four-story and a three-story, divided by a narrow street surrounded by tasteful landscaping. The Inn offers a rooftop terrace with sweeping River and skyline views; 24-hour concierge and valet services; library-style sitting areas on each floor; port wine and chocolate truffle service during evening turn-down; fresh flowers and beautiful artwork throughout; full complimentary, gourmet breakfast; and a modern fitness center. Six different accommodation packages are available, ranging from standard rooms at \$245 to penthouse suites at \$595.

Proximity to downtown, the international airport, and two major Interstates make The River Inn a convenient destination for executive retreats and small business and professional seminars. The hotel’s elegant conference room (including a fireplace) and two generous banquet rooms offer standard audio-visual equipment, and access to high-speed Internet. Two restaurants are located on site – Current’s, the Inn’s fine dining restaurant serves American/Continental cuisine and Tug’s, the Inn’s casual grill designed for the more informal tastes of guests and residents of the neighborhood.



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Five Star Alliance is the leading online travel agency for luxury hotels. The company's web site offers recommendations and real-time online booking for the most comprehensive collection of luxury hotels worldwide. For more information, visit the company's Web site at www.FiveStarAlliance.com

To learn more about the River Inn or to make a reservation, visit www.RiverInnMemphis.com, or call 877-222-1531.

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