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Hotel Felix Partners with Stash Hotel Rewards

Now Part of the Largest Point-Based Program for Independent Hotels in the United States

CHICAGO, July 12, 2011 – Hotel Felix today announced its partnership with Stash Hotel Rewards[®], an innovative hotel rewards program that enables travelers to quickly earn free nights at distinctive, independent hotels without blackouts or inflexible category restrictions. Stash members can now earn points toward free nights each time they stay at Hotel Felix (111 W. Huron in Chicago) and the more than 150 other hotels participating in the rewards program.

“We’re happy to reward our loyal guests through the Stash program, which is one-of-a-kind for boutique hotels,” said George Jordan, general manager of Hotel Felix. “Hotel Felix prides itself on being the first eco-friendly hotel in Chicago and adding the Stash program is yet another incentive to stay with us. The program itself is hassle free for travelers thanks to our automated system. Guests points are tracked electronically using email addresses, thereby eliminating the need for guests to remember a card or number.”

Guests can easily sign up for a free account at the Stash website (www.stashrewards.com). Points can be earned immediately and never expire. Redemption is simple and free from rigid reward categories, and black-out dates don’t exist. Guests can earn and redeem points at more than 150 hotels. Additionally, Stash partner hotels provide members with exclusive travel deals.

About Hotel Felix

As Chicago’s first hotel designed to meet LEED Silver certification, Hotel Felix (111 W. Huron) delivers an enriching experience that not only benefits the guests, but the environment as well. Hotel Felix opened in April 2009 after an extensive redevelopment of a 1926 building using organic materials and renewable resources. The 225-room boutique hotel is conveniently located just steps from the Magnificent Mile and The Loop, surrounded by many of Chicago’s renowned attractions, popular restaurants, bars and world-class entertainment.

For more information and reservations, please visit www.hotelfelixchicago.com or call 312-447-3440 or toll-free 877-848-4040. To share and learn about the latest happenings at Hotel Felix, visit www.facebook.com/hotelfelix and www.twitter.com/hotelfelix.

About Stash Hotel Rewards

Stash Hotel Rewards frees travelers from the uninspired offerings of existing hotel reward programs by making it as easy to earn free nights at an amazing hotel as it is at a so-so one. Members earn 5 points per dollar spent on their hotel room, resulting in a free night in a little as 5 typical stays. And Stash points can be redeemed without blackout dates, point expirations or annoying category restrictions found in many chain programs. The distinctive hotels that are part of Stash include some of the best spas in Napa, world-class resorts in Florida, and boutique gems in New York, Seattle and Los Angeles. Many Stash partner hotels appear on the “Best Hotels” lists of the leading travel publications and receive some of the highest recommend ratings on top travel sites. Travelers can easily sign up for a free account at www.stashrewards.com.

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