

For Immediate Release  
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**HOTEL PUR UNVEILED IN SAINT-ROCH QUARTER OF QUEBEC CITY**

*Cutting-Edge Property Brings an Innovative Approach to Modern Style and Guest Service*

(Quebec, Canada) - 2008 saw the Saint-Roch quarter of Quebec City become a true destination, largely due to the opening of Hotel PUR, a cutting-edge property owned by Ark Investment Partners, and managed by New York-based Willow Hotels. Reflecting the dynamic atmosphere of its emerging neighborhood, Hotel PUR offers visitors a unique experience at this 239-room property designed in a minimalist style to nurture relaxation and tranquility.

Saint Roch has become *de rigueur* for those travelers who are in-the-know about the next "destination." The evolving neighborhood is already home to some of the more *au courant* retailers and restaurateurs. Many domestic and international companies have moved into the area, along with designer fashion houses, stylish boutiques and avant-garde restaurants and bars. It was this evolution that first attracted the attention of Ark's principals, Brad M. Reiss and John Yoon.

For Quebec City's first urban lifestyle hotel, Willow Hotels has duplicated the standards of design and unparalleled approach to guest services that they employ in their New York City boutique hotels—the Shoreham, Mansfield and Franklin. In so doing, they have redefined lodging in Quebec City, and branded Hotel PUR as *the* destination for the discerning traveler, leisure- and business-minded alike. Attention to detail is evident throughout the property wherein guest rooms and public spaces reveal a modern, distinct style reflecting minimalist, linear persuasions.

Guest rooms provide a milieu of pure pleasure, accentuated by floor-to-ceiling windows that encompass the width of the space and serve to bring the outside world in while preserving privacy. Designed for today's judicious traveler, guest rooms are outfitted with state-of-the-art bathrooms as well as bedding featuring

pillow-topped mattresses, plush down comforters and 300-thread-count linens. Guest amenities include complimentary high-speed wireless internet access, iPod-compatible alarm clocks, Aveda bath amenities, and flat-screen televisions equipped with on-demand movies and entertainment. In addition, each room has an impressive view of Quebec City, varying from the "Old Town", which is just steps away, to the river and Orleans Island.

Complementing the hotel's 239 guest rooms is 12,500 SF of meeting and event space capable of hosting a variety of events including corporate meetings, retreats or trade shows. In addition, the property's main ballroom can host up to 600 attendees, serving as the perfect venue for high-profile catered events or social gatherings. Currently, the property is in the process of completing an upgrade to its fitness center, which features the finest in cardiovascular equipment, sauna, and the largest indoor swimming facility in Quebec City.

In completing the evolution of this distinctive property, Hotel PUR will debut its signature restaurant and lounge in late summer of 2008. Featuring innovative, fresh cuisine in an inviting space, the restaurant, which shall include a private dining area perfect for corporate functions, will soon bring yet another trendy highlight to the emerging area of Saint Roch.

The opening of Hotel PUR ([www.hotelpur.com](http://www.hotelpur.com)) responds to the desire of those travelers looking for a unique experience in an up-and-coming area. Discover PUR; discover more.

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