



THE LANGHAM
Boston

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THE LANGHAM, BOSTON HIRES NEW COMMUNICATIONS MANAGER

BOSTON—DECEMBER 18, 2007— The Langham, Boston, a AAA four-diamond hotel and a member of The Leading Hotels of the World has appointed Julie Shamrock as the new communications manager to manage the hotel’s public relations strategy.

Rachelle Boudreau, director of sales and marketing, said, “The Langham, Boston places great emphasis on brand development through public relations and we are very excited that a candidate of Julie’s caliber has joined us. Her ability to handle public relations as well as assist with marketing strategies will be central to driving awareness and promotions.”

Shamrock will handle communications and public relations for the Boston property. She has a proven track record in public relations and hospitality. Prior to The Langham, Boston, Shamrock was the public relations manager at the 1,311-room Grand Hyatt New York in midtown Manhattan.

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Shamrock has also worked for Kellen Communications in New York City managing communications for association clients that included the Distinguished Restaurants of North America. Shamrock is a graduate of Ohio State University with a bachelor's degree in journalism and Suffolk University with a master's degree in integrated marketing communications.

In Shamrock's spare time, she indulges her passion for food and beverage. She recently attended a cooking class in Provence, France funded by a scholarship from The James Beard Foundation scholarship program.

About The Langham Hotel Boston:

This elegant property, once the Federal Reserve Bank, is a national architectural landmark. An ideal downtown location, the hotel offers a unique blend of historic charm and urban sophistication next to the finest shopping and attractions including: Faneuil Hall, Boston Common, the Freedom Trail, the Theater District and the waterfront. The hotel's award-winning restaurant, Café Fleuri, offers a brasserie-style restaurant enhanced by lofty atrium ceilings. The hotel is a member of The Leading Hotels of the World and has won AAA's Four-Diamond award. For information on The Langham, Boston, please visit: <http://boston.langhamhotels.com>

About Langham:

Langham has a legendary hotel heritage dating back to 1865 when The Langham, London originally opened as Europe's first Grand Hotel. For over 140 years, this flagship hotel has been at the forefront of sophisticated and gracious hospitality. Today, all Langham Hotels worldwide inherit the same philosophy that reflects elegance, continuous innovation and genuine hospitality creating a truly unique hotel experience

About Langham Hotels International:

Langham Hotels International is the subsidiary of the Hong Kong-based Great Eagle Holdings, spearheaded by Dr. KS Lo, who is also the Chairman and Managing Director of Great Eagle Holdings. Spanning four continents, the group currently features 12 properties either open or under construction, with over 5,000 rooms in 11 cities, namely London, Boston, Hong Kong, Melbourne, Auckland, Toronto, Beijing, Chang Chun, Koh Lanta, Shanghai and Pasadena.

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