



THE LANGHAM
Boston

FOR IMMEDIATE RELEASE

The Langham, Boston Announces the Birth of Luxurious V.I.B. Program for Very Important Babies

*Package with Baby Concierge, High-end Amenities and Customized Service
Accommodates Families Traveling with Infants & Young Children*

BOSTON, Mass. – April 28, 2006 – The Langham, Boston is pleased to announce a special, new V.I.B. Program, which begins on Friday, March 12th. The hotel invites families with babies and small children to leave stress at home, lighten their luggage, save time on laundry and stay at the luxury downtown property, which is a member of *The Leading Hotels of the World*, has two-award winning restaurants and is located near Boston's sites and historic attractions.

An important element of Langham's V.I.B. Program is the hotel's new V.I.B. Concierge, which ensures that Very Important Babies and Very Important Big Brothers and Sisters are well-pampered (literally) and have all the important necessities upon arrival – from pre-ordered baby food to unlimited Huggies to upscale baby skincare products to high-end accessories like Stokke Strollers to designer Jacardi baby bedding and nursery toys.

V.I.B. Package

The V.I.B. Package is available on Friday and Saturday nights, based on quad occupancy and availability. added V.I.B. Programs offerings are available for an additional fee. The Langham, Boston's standard VIB Package includes:

- Overnight accommodations in a superior room
- Luxury Jacardi Baby Bedding & Nursery Items for your V.I.B.*
- Unlimited Huggies during the stay*
- Apivita PROPOLINE for Babies' *Baby Mild Wash for Hair and Body* and *Baby Balsam Cream*, specially formulated for newborns through three years of age.
- Pre-ordered baby food of V.I.B.'s choice (must be available in the U.S.)
- One load of laundry
- Bottle Warmer*
- Use of a Stokke Stroller provided by Magic Beans of Brookline Stroller *
- Use of Health Club and pool facilities
- Extended checkout until 3pm
- Valet parking

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Should V.I.B.s have Very Important Big Brothers or Sisters, The Langham, Boston includes:

- Pre-ordered mini boxes of cereal for Very Important Big Brothers or Sisters
- Special gift for Very Important Big Brothers and Sisters upon arrival
- Special Kid's Front Desk Registration & Check-In

Price: From \$315 per room, per night, USD. All taxes and gratuities included.

Valid: Fridays and Saturdays, beginning March 12th

To Reserve: Call (617) 451-1900 or (800) 791-7761

The Langham, Boston has teamed up with Apivita Natural Products' **PROPELINE for Babies**, a luxury skin care line from Greece; **Baby iDesign**, one of the premier lines of custom baby stationery and other baby-related print products; **Magic Beans**, a children's accessory store that is providing Stokke Strollers for hotel guests to use; and Jacardi

“We created this package for those stressed out moms and dads at the airport who have their hands full. It's hard enough to be a parent, imagine trying to be a parent carrying your kids through security – with an overstuffed diaper bag and carry-on luggage hanging off of every limb. Hopefully the V.I.B. Program will help our guests in a meaningful way – before they even arrive, before they even pack for Boston. The VIB is design a so that parents do not have to worry about baby food explosions or even taking care of dirty laundry after a long, fun weekend.”

On the weekends, leisure travelers and families pour in to visit our famous Saturday Chocolate Bar and Sunday Jazz Brunch. Location-wise, we are steps Faneuil Hall, the Freedom Trail and the Aquarium. Another reason families love to stay here is because we have an indoor pool. Children also love our “Kids Registration,” which is a red-carpeted platform with steps so kids can be at eye-level with the front desk and check in for their families. It's adorable.

About The Langham, 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 Langham, Boston's award-winning restaurants offer diners a distinctive setting. Café Fleuri offers a brasserie-style restaurant enhanced by lofty atrium ceilings.

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The Langham, Boston 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 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 (LHI) features six properties with over 2,700 rooms in five gateway cities across the four continents, namely, London, Boston, Hong Kong (2), Melbourne and Auckland. In each city Langham Hotels is associated with the prestigious "The Leading Hotels of the World" group which represents some of the world's finest luxury hotels.

LHI is wholly owned by Great Eagle Holdings Limited, a publicly listed company (HKSE: 41) which was founded in 1963 and was listed on the Hong Kong Stock Exchange in 1972.

About baby idesign

A unique line of custom baby stationery, including birth announcements, thank you cards, calling cards, stickers, holiday cards and other baby-related print products. Created by graphic design guru Ilene Segal, baby idesign's products reflect her passion for fresh and beautiful design. baby idesign products are modern and classic, sophisticated and sweet, warm and familiar, playful and chic.

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