

THE
B E T S Y
SOUTH BEACH

New Luxury Hotel in South Beach, The Betsy Delivers Surprising Amenities

Eco-Friendly Wildflower Bookmarks Replace Pillow-top Chocolates

MIAMI BEACH, October 20, 2008 ... The Betsy Hotel is scheduled to open her doors after a complete renovation in spring of 2009. With all-new interior and marvelously appointed suites and guestrooms, The Betsy will be the freshest face in Miami Beach—a serene and luxurious escape offering an experience unparalleled in South Beach. Looking to create new and innovative concepts for guests to experience, The Betsy is taking a look at the traditional evening pillow-top amenity. For decades, travelers have grown accustomed to being welcomed into their rooms and suites by a small, cold lump of chocolate resting on their pillows. Generally, one of two things happens. The chocolate is either consumed immediately, or tossed into the trashcan by more figure-conscious individuals hoping to spare themselves the extra calories. Regardless, it rarely survives the night. The Betsy has decided to spruce up the age-old tradition of pillow chocolate, just as they have decided to revive and invigorate virtually every aspect of their newly renovated luxury hotel. Instead of chocolate, The Betsy will welcome guests into her 61 superbly decorated, luxuriously comfortable rooms with wildflower encrusted bookmarks. Reflecting The Betsy’s commitment to protecting the environment, each of the bookmarks will be made from 100% post-consumer junk mail, adorned with poetry and imbedded with wildflower seeds. This is a pillow-top present that is sure to survive the night. Put the bookmark in your favorite book and take it down to the beach as you rest in the warm sun and soak in the beauty of the pristine white sand beaches. When planted in soil and watered, the bookmark’s recycled paper will biodegrade and in just a few short weeks you will be left with a beautiful cluster of fresh flowers to remember your vacation beneath the sun.

Combining equal parts traditional hospitality and warm, relaxed service, The Betsy’s goal is “to be at once completely comfortable and familiar, yet create an undeniable mark which would make The Betsy stand out from other hotels in Miami Beach,” says Jon Wubbena, General Manager of The Betsy. Opened initially in 1942, the hotel is listed on the National Register of Historic Places, and was designed by L. Murray Dixon, known as the father of the South Beach’s dominant Tropical Art Deco style. Just as she has done in the past, The Betsy is continually reasserting herself as the freshest face in Miami Beach, brightening classic concepts with new ideas. In addition to spectacular decor and attention to detail, every room and suite at The Betsy combines the technology of today blended seamlessly with the architecture and grace of yesteryear. And for those pillow-top chocolate lovers who crave a late-night fix, don’t be distraught, as The Betsy provides a chocolate selection to satiate your sweet tooth as part of your in-room amenity basket. Serving as a timeless alternative to ephemeral trends and artificial flash, The Betsy will resonate with true luxury and authentic sophistication, setting an

enduring new standard for South Beach chic and attracting savvy leisure travelers to return again and again.

About The Betsy

Dramatically poised alongside its Art Deco neighbors, [The Betsy](#) is a distinguished landmark hotel on Ocean Drive. The Betsy's 61 rooms and suites are private, beachside havens where sensory details, imaginative amenities, and inspirational design coalesce to produce an unparalleled experience in South Beach. Elegant, but relaxed tropical interiors and an intimate courtyard pool, maintain an aura that is passionately low-key. The Deck at The Betsy, an expansive rooftop with sweeping views of the Atlantic, offers a Wellness Garden with a range of spa treatments, therapies, and yoga. Specialty cocktails and light fare are offered at the exquisite lobby bar, or one may prefer fine dining at Laurent Tourondel's new take of modern American steakhouse - BLT Steak. Created by Callin Fortis of Bigtime Design Studios, the B Bar is an exclusive and discreet venue with a hint of vintage glamour catering to Miami nightlife. The Betsy is truly South Beach... Refined.

A Vision for Arts and Culture

The Betsy distinctively stands apart from its art deco neighbors and sets a new benchmark in comfortable luxury. Maintaining the splendor of its Florida Georgian façade, the hotel's genuine beauty goes deeper than the physical design. Believing that public spaces can be more than waiting areas, the vision for the property extends beyond the traditional construct of a hotel. Through a range of programs, Betsy will invite social networking to revisit its roots in the cultural salon, and be transformed into a gathering place for people to engage about things that matter. By fostering programs that believe in the power of community, The Betsy's leadership team is devoted to cultivating the sights and sounds of art, music and literature.

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