

Natick, Massachusetts: July 30, 2007. The Crowne Plaza hotel in Natick, MA, owned and operated by Peabody Hotel Group is undergoing a major guest room renovation, due to be completed in November, 2007.

The guest room renovation is in keeping with the property's contemporary image and the rooms have been designed by award-winning Interior Designer Stan Topal of Stan Topal Associates. The updated rooms will feature granite entrance floors, black wood cabinetry and 32" flat screen televisions. Soft furnishings will have a bright, clean feel with plush new bedding, fine draperies and modern headboards. "The upgrade to our guest rooms is part of a continued commitment to providing excellence to our guests" said Jamie Holmes, General Manager of the Crowne Plaza hotel. "Our renovation program enabled us to incorporate a modern design concept without sacrificing comfort or luxury".

The room renovation creates an overall impression of urban sophistication, with a chic palette of warm neutrals, chocolate brown, eggplant and deep turquoise. The hotel is upgrading to feature the latest technologies, with in-room features including 32" flat screen televisions, CD player and wireless high-speed internet. As part of the renovations scheduled for completion in November, the revamped guest rooms will feature new carpeting and dramatic lighting.

Dramatic effects in the bathrooms are provided by designer black vanity cabinets, updated lighting and white marble vanity tops and basins. The hotel is introducing the new Crowne Bath, with curved shower rods giving more space in the showers, and new floor tile.

The guest room renovation comes shortly after the Crowne Plaza hotel upgraded their banquet facilities; including the hotel's signature Plaza Ballroom, Hawthorn Ballroom and Hampton Ballroom.

About the Crowne Plaza hotel The 251-room Crowne Plaza hotel is a full service, upscale hotel located in the heart of MetroWest Boston's Golden Triangle, in close proximity to the new Natick Collection, featuring Nordstrom's and Nieman Marcus stores, due to open in September, 2007. Situated less than a mile from the I-90, less than 18 miles from downtown Boston, and the hotel tempts business and leisure travelers with uncompromised, finely appointed accommodations and first class dining. For a tour of the newly renovated guest rooms, and more information about the Crowne Plaza hotel, please contact David Buckley at 508.653.8800

About the Peabody Hotel Group

The Peabody Hotel Group is based in Memphis, Tenn. with a regional office in Natick, Mass. The company has a solid 50 year reputation for operating three, four and five star hotels. More information can be found at www.peabodyhotelgroup.com