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Crowne Plaza Fairfield Hotel and Conference Center Gets a Complete Makeover

Event Planners To Receive 5% Savings When Booking New Events

FAIRFIELD, NJ, September 9, 2009 – The Crowne Plaza Hotel and Conference Center located in Fairfield, New Jersey, today announced the completion of its \$12 million “re-creation” that features a new look inside and out for its business and group travelers. To celebrate the hotel’s complete makeover, event and meeting planners that book new corporate and social events through December 31, 2009, will qualify to receive a five percent savings on their total banquet bill.

Event and meeting planners who book a new corporate or social event at the Crowne Plaza Fairfield Hotel and Conference Center (www.cpfairfield.com), between September 14, 2009 and December 31, 2009, qualify for the five percent savings on their total banquet bill whether booking event space for a wedding, social gathering, a business meeting or beyond. To book an event, contact Nader Aziz, the hotel’s director of catering at 973.227.9200 or nader.aziz@cpfairfield.com.

The Crowne Plaza Fairfield’s re-creation was customized to meet the needs of today’s travelers. “We are excited to reveal our hotel’s re-creation to our guests. Our total makeover was designed with the guest in mind. We offer state of the industry technology, comfort, quality food and beverage, the area’s best meeting facility and incredible customer service. Our staff are dedicated professionals who are committed to exceeding the expectations of our guests and we guarantee memorable events,” said Sam Oliasami, General Manager of the Crowne Plaza Hotel and Conference Center.

The full service upscale hotel's re-creation incorporates a transitional-styled lobby that is open and inviting with a newly built library, living room, business center and multiple fireplaces. The new entrance offers increased access to the hotel's food and beverage outlets and includes Chives restaurant that features an upscale living room, lounge with a cozy fireplace, and a private dining room. The 125-seat restaurant features locally grown produce that celebrates the Garden State and its distinction as the home to more than 9,800 farms and a leader in agricultural production that includes blueberries, cranberries, bell peppers and peaches, and an abundance of tomatoes, corn, apples, strawberries and potatoes. Chives gives travelers the opportunity to personally experience the variety of foods produced in New Jersey, in addition to fabulous regional wines and top selling microbrews. According to the hotel's Executive Chef Larry Sloves, "We are committed to purchasing wholesome, organically grown food that is produced from within our beautiful state so we can offer our customers great food as well as help local markets thrive and reduce our carbon footprint."

The hotel's makeover began in 2008 and included the installation of Wi-Fi throughout the entire hotel, 100 percent upgrade of its guestrooms and suites featuring new carpet, drapes, artwork, soft seating, lighting and bathroom enhancements. In addition, the hotel now features 32-inch flat screen TVs, with high definition programming and signals, an ergonomic desk/chair and work area, and a redesigned coffee/wet bar area. Another distinctive hotel feature is the Crowne Plaza Sleep Advantage, a premier bedding package that offers seven layers of comfort combined with special amenities for a great night's rest.

The Crowne Plaza Fairfield's newly re-created 16,000 square feet of meeting space features the Crystal Falls ballroom, smaller banquet space and an outdoor gazebo for more intimate events. All menus, with catering offered by Chives or Moghul Caterers, are custom designed to ensure that each event reflects the personal tastes of the host.

About the Crowne Plaza Fairfield Hotel and Conference Center

The Crowne Plaza Fairfield Hotel and Conference Center offers complimentary, wireless Internet, an indoor pool and fitness center. It is located at 690 Route 46 East in northern New Jersey and situated in the heart of Essex County's corporate community just bordering Morris County. The hotel has easy access to I-80, New Jersey Turnpike, Garden State Parkway, Newark Penn Station, I-280 and is located 21 miles from Newark International Airport, and offers easy access to New York City, Giants Stadium, the Empire State Building and the Meadowlands.

The Crowne Plaza Fairfield Hotel and Conference Center is managed by Crestline Hotels and Resorts and owned by an affiliate of True North Management Group.

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Note to Editors: Digital hotel photography available upon request.