



For Immediate Release
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ALDEN-HOUSTON LAUNCHES NEW WEBSITE
Stylish Boutique Hotel Unveils New Website Targeted to Sophisticated Travelers

Houston - Alden-Houston, a stylish boutique hotel located in the heart of downtown Houston, is pleased to announce the unveiling of their new and improved website, complete with updated graphics, flash imagery and new content.

“Our redesigned website places increased focus on the business traveler, particularly important to our client base since Alden-Houston is in such close proximity to Houston’s legal and business districts,” said Susan Ward-Freeman, the hotel’s general manager. The 97-room hotel is perfectly situated just minutes away from **major corporations such as** JP Morgan Chase, KPMG, Ernst and Young, Pricewaterhouse Coopers, Shell Oil, Chevron, Kellogg, Continental Airlines and Deloitte & Touche, among others. To be of greater assistance to business guests, the hotel has included a new section on their website dedicated to planning and executing flawless business meetings.

On the social side, the hotel’s revamped website includes a new section focusing on weddings, bar/bat mitzvahs, birthday parties, anniversaries, private luncheons and more. “This is an area that we excel at,” explains Ward-Freeman.

Additionally, the hotel is placing greater emphasis on its award-winning restaurant, *17, and intimate lounge, a+. Current menus, including their popular \$17 prix fixe lunch menu and \$35 prix fixe pre-theatre menu, are available for viewing and downloading. New images have been posted and online reservation capabilities are available from the site.

For more information about Alden-Houston visit www.aldenhotels.com. For reservations, please email robby.abshire@aldenhotels.com or call 832-200-8843.

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As a member of Preferred Hotels & Resorts, Inc., Alden-Houston is known for its’ five-star accommodations, world-class service and exquisite dining. Located in the heart of downtown Houston, Alden-Houston combines classic architecture with cutting-edge, contemporary design. Alden-Houston welcomes you to indulge in the award-winning restaurant, *17, and the stylish lounge, a+. *17’s New American Cuisine is certain to please all discerning palates, and the elegant, yet casual atmosphere of a+ invites you to relax and unwind. For more information, visit www.aldenhotels.com.