



## FINAL RELEASE

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## HAMPTON INN ALEXANDRIA OLD TOWN AREA ANNOUNCES CLOUD NINE BEDDING

ALEXANDRIA, VA – September 2006

The Hampton Inn Alexandria Old Town located at 5821 Richmond Highway proudly announces that it has completed its transition to the Cloud Nine bedding experience by Hampton in each of its 156 Make It Hampton® guest rooms.

The new bed represents the next phase of the Make It Hampton initiative, which since January 2004 has introduced new products and services ranging from a new complimentary On the House™ hot breakfast and On the Run™ breakfast bags, Purity Basics® bath products and a curved shower rod, complimentary high-speed Internet access and the industry's easiest-to-set alarm clock/radio.

The new Cloud Nine bed does away with the old-fashioned bedspread, featuring instead a crisp, white duvet cover, enveloping a lofty white comforter. The white sheets are 200-thread count with a fitted bottom sheet. The bed features three or four pillows (depending on room type) providing consumers a choice in firmness (some filled with soft down, some with firmer foam), a lumbar pillow in a soothing color that provides guests back support if they choose to read, watch television or enjoy the Hampton lap desk and work wirelessly while resting in bed.

Director of Sales, Micki Heineken, remarked, "The feedback that we've gotten from the guests has been overwhelmingly positive. It was one of the best investments the hotel has made as part of the Make It Hampton® initiative."

"The Hampton Inn Alexandria Old Town has so many great selling features and value added-services that the addition of Cloud Nine makes us the preferred hotel in the Old Town Alexandria area," stated Ms. Heineken.

### **About the Hampton Inn Alexandria Old Town Area South**

The Hampton Inn Alexandria Old Town Area South has an effective mix of bed types ranging from king rooms to family double rooms. Many rooms overlook the picturesque Potomac River. A daily complimentary On the House™ hot breakfast is offered as is Hampton's signature On the Go™ Breakfast Bags. Complimentary high-speed Internet is available throughout the hotel. For the business traveler a business center and shuttle service to local companies is also complimentary. Airport transportation to Reagan National Airport (DCA) is complimentary and available 24-hours a day. Leisure travelers will delight in the convenient access the hotel provides to many major highways in the Washington DC area. The Hampton Inn Alexandria participates in many Hilton programs and promotions especially the renowned Hilton HHonors® program.

The hotel is ideally ½ mile from the I-95/I-495 interchange, one mile south of Old Town Alexandria about 4 miles from Reagan National Airport on US-1 at 5821 Richmond Highway, Alexandria, VA 22032. The hotel is near the Huntington Metrorail station that provides unlimited and quick access to all Washington DC points of interest. To learn more, visit their website at [www.hamptoninnalexandria.com](http://www.hamptoninnalexandria.com) where they feature information about their Make It Hampton® rooms. The hotel is managed by Dimension Development Company, Inc.

### **About Dimension Development Company**

Since its formation in 1988, Dimension Development Company, Inc. has successfully developed, acquired, and managed full-service, all-suite, and limited feature hotels. The company's various hotel partnerships have produced winning combinations in markets throughout the country. Dimension's current management portfolio includes hotels in the Hilton, Intercontinental, Marriott, Cendant, and Starwood branded flags. The company operates hotels in twelve states, and is actively working to acquire and develop additional hotel properties.

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