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FOR IMMEDIATE RELEASE

**THE MADISON CONCOURSE HOTEL INVESTS IN DOWNTOWN
AMIDST UNCERTAIN ECONOMY**

MADISON, WI – February 20, 2009 –The Madison Concourse Hotel and Governor's Club, the largest convention hotel in Madison, completed a \$3.5 million renovation including new Governor's Club guest rooms and 27,000 square feet of updated meeting space during this uncertain economy.

The exclusive Governor's Club guest rooms, located on the top three floors of the hotel, were completely renovated and feature 42" flat screen TVs, granite top furniture, compact refrigerators and a bathroom with walk-in, marble showers. In addition, efficient HVAC systems were installed. The private Governor's Club lounge offers complimentary breakfast, top-shelf cocktails, hors d'oeuvres and desserts.

The hotel's 28 meeting rooms, totaling 27,000 square feet of meeting space, were refurbished with new carpeting and wall coverings. Enhanced technology was also added. Last summer the hotel opened the new Dayton Street Grille and The Bar will be renovated this spring.

"The renovation is part of an ongoing initiative to provide the premier product in Madison," said Stephen Zaroni, General Manager. "Our hotel offers guests a unique Madison experience through our facilities and distinctive customer focus that cannot be found at a chain hotel."

For hotel reservations and more information call 800-356-8293 or visit concoursehotel.com. Please contact Anne Pond for photos.

The Madison Concourse Hotel and Governor's Club is located in downtown Madison, Wisconsin near the State Capitol, State Street and six miles from Dane County Regional Airport. The hotel offers 356 guest rooms including the renovated Governor's Club executive level, offering complimentary hors d'oeuvres, top-shelf cocktails and continental breakfast. Amenities include 27,000 square feet of renovated meeting space, underground parking, complimentary shuttle to the Dane County Regional Airport, complimentary wireless Internet, Dayton Street Grille, The Bar, fitness center and pool.

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