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FOR IMMEDIATE RELEASE

New Bedding Arrives at The Madison Concourse Hotel

MADISON, WI – April 4, 2007 – If you type “new hotel bedding” into a search engine you will see hundreds of listings for hotel chains, travel websites, retailers and The Madison Concourse Hotel and Governor’s Club. The hotel announces the debut of the new Comfort Collection™ bedding.

Since the debut of the Westin Heavenly Bed in 1999, hotels have re-evaluated their bedding sets to meet the expectations of today’s discriminating traveler. According to the J.D. Power and Associates 2006 North America Hotel Guest Satisfaction Index Study, respondents indicated bedding as a top “must have” amenity along with high-speed Internet access, in-room coffee maker and more. And results from the American Hotel & Lodging Association 2006 Lodging Survey found sixty-nine percent of all hotels indicated they had upgraded the bedding in their rooms last year.

The Comfort Collection features a contemporary, fresh look with 300-thread count crisp, white linens and triple sheeting, a box stitched comforter, decorative top sheet and quilted bed throw. Each bed is set with four Comfort Collection pillows made exclusively for The Madison Concourse Hotel and Governor’s Club.

The Madison Concourse Hotel and Governor’s Club is located in the heart of downtown Madison, WI, approximately one block from Capitol Square, steps from dining and shopping on State Street and six miles from Dane County Regional Airport. The hotel boasts 356 guest rooms including the 100 room Governor’s Club executive level, offering complimentary hors d’ oeuvres, top-shelf cocktails and continental breakfast. Amenities include complimentary wireless Internet access, complimentary airport shuttle, underground parking, an indoor pool, state-of-the-art fitness center, 24-hour business center, two restaurants, bar and more.

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