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For Immediate Release

St Julien Hotel & Spa Unlocks a New Era in Boulder
The hotel opens its doors to the community with a grand opening ceremony
March 4, 2005

March 1, 2005 Boulder, Colo., ... St Julien Hotel & Spa, the first world-class hotel to open in downtown Boulder in nearly 100 years, will open its doors to the public on Friday, March 4, 2005, at 10 a.m. The St Julien will celebrate its grand opening with an official “unlocking” ceremony, in which the doors of the hotel and spa will be unlocked and opened to the community, ushering in a new era in Boulder. A distinguished member of Preferred Hotels & Resorts Worldwide, the St Julien Hotel & Spa represents the spirit of one of America’s most vibrant communities.

A place where comfort comes naturally, the St Julien captures the elegance of a fine hotel and spa, while embodying the peaceful mountain ambiance of Boulder. The premium hotel aims to meet the varied needs of the business traveler, visiting parents of college graduates, or the couple celebrating their anniversary. In every room, guests will find touches that pamper, without being pretentious. From the four-poster bed covered in fine white linens, to the luxurious soaking tubs and separate glass showers, to a turndown service complete with locally made chocolates and soft music, guests will enjoy the extra care they receive at the St Julien Hotel & Spa.

The St Julien is Boulder’s hotel and spa. The works of local artists adorn the walls of the property. The meeting room names bring into the hotel the world famous climbing routes on the rock faces overlooking the hotel and the Eldorado Canyon, a short distance away. The sandstone exterior, terraces, Spanish tiled roof and the varied architectural lines reflect the beauty and diversity of Boulder and the Rocky Mountains above. The gazebo sets a romantic stage for any wedding, event or special

occasion. The St Julien Hotel & Spa is the cornerstone; tying together all the elements of the wonderful community of Boulder, Colo.

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Building the first hotel to open downtown since the Hotel Boulderado in 1909, the St Julien Hotel & Spa is taking great strides to uphold the highest standards. Their method? "Careful consideration," said general manager, David Lurie. "In the creation of the St Julien, we labored over every detail. This hotel is all about the details. Boulder is a richly faceted city and we want to echo the depth and community found here. Thus, we have taken great strides to accommodate every guest who visits us – whether an overnight stay, a spa guest, a wedding party or a family dining at Jill's Restaurant."

The details that fill the St Julien Hotel & Spa are what David Lurie refers to as "wow factors," finishing touches that other properties often forego. From the captivating lobby fireplace to the unique "Do Not Disturb" signs to a 24-hour on-call concierge, every St Julien experience will be filled with pleasant surprises.

The grand opening ceremony on March 4, 2005 is just the beginning of the long-standing, strong relationship with Boulder residents and businesses that the St Julien is working to cultivate. A new cornerstone in downtown Boulder, the St Julien strives to be a gathering place for residents and out-of-town visitors alike. "We want people to be comfortable with simply dining on the patio or coming in for a spa treatment. We want people to encourage visiting family to stay here, relax here. Being accessible for all types of people is vitally important to us. It's imperative that we support the community that has supported us since the beginning," Lurie emphasized.

For more information on the St Julien, Boulder' Hotel & Spa, visit www.stjulien.com. Or, contact Kruzic Communications by phone at 303-329-6229 or via email at amy@kruzic.com or allison@kruzic.com. Press materials as well as hi-res photos are available in a downloadable format at www.kruzic.com.

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The St Julien Hotel & Spa, a member of Preferred Hotels & Resorts Worldwide features 200 guestrooms and suites, a 10,000 square foot spa and fitness center, 11,000 square feet of indoor meeting space, 12,000 square feet of outdoor meeting space, and a restaurant boasting nationally acclaimed chef, Marco Cavuoto. The St Julien offers the most comprehensive professional services for the business traveler, with attentive service and inviting accommodations, as well as a pool and full-service spa to enhance every guest's peace of mind. Located in the heart of downtown Boulder at 900 Walnut Street, the St Julien is proud to be Boulder's Gathering Place.