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**AAA Four-diamond Westminster Hotel, First in U.S. to Offer Luxury Sleep System by Hollandia International**

*Worldwide Leader in the Luxury Bedding Category, Hollandia International, Retailers its Sleep Systems for \$6,000 to \$50,000 (US)*

LIVINGSTON, NJ, August 22, 2008. Westminster Hotel, the independent Four-Diamond luxury hotel in Livingston, New Jersey, and one of the six top-rated hotels in the state, announced today the introduction of Hollandia International mattresses and sleep systems to its 183 contemporary guest rooms.

The addition of a premium sleep system is part of a complete upgrade to Westminster Hotel amenities, including new custom 300 thread-count linens on quadruple sheeted beds, luxurious duvets and bamboo-based terry products featuring 24lb bath sheets, hand towels, washcloths and bath mats.

"We are pleased to be the first hotel in the United States to exclusively offer the Hollandia mattresses and sleep systems," said Michael Polese, General Manager of Westminster Hotel. "Hollandia was the natural choice when selecting luxury mattresses and sleep systems for our guest rooms and suites. Hollandia's innovative luxury bed systems truly compliment Westminster Hotel's signature commitment to providing our guests with the highest level of comfort, sophistication and service."

Each luxuriously appointed guest room at Westminster Hotel now offers Hollandia's newly designed "Morpheus" mattress, while the 10 hotel guest suites feature the complete "Platinum-Luxe Signature Sleep System." Both are available to guests beginning September 1, 2008.

Designed using the most advanced technology and materials throughout Europe; Hollandia's "Platinum-Luxe Signature Sleep System" is the most popular and advanced sleep system in the world. The "Platinum-Luxe Signature Sleep System" features a pneumatic hand control, two massage systems with twelve massage programs mobilized by two powerful yet quiet motors, all supported by a sturdy steel frame bed base.

"In the past, hotels did not put a great emphasis on the quality of beds they offered guests," said Avi Barssessat, CEO of Hollandia International. "Hollandia has partnered with Westminster Hotel because they know how important a good night's sleep is to their customers, as do we. This is clearly the first step in a new trend where hotels are beginning to view sleep not only as a necessity, but a luxury."

All guests of Westminster Hotel will enjoy the ultimate night's sleep on the Hollandia "Morpheus" mattress, a superior mattress that is antimicrobial, hypoallergenic and made from only the highest quality material to assure point-to-point support and plush comfort. Hollandia mattresses are crafted from some of the world's finest, most exquisite materials including breathable Vita Talalay multi-layered latex and specially milled Aloe Vera fibers for added comfort and a baby-soft feel.

Hotel guests who sleep on their sides (about 80% of sleepers according to Hollandia) will be pleased with the softer shoulder zone feature that allows the shoulder to press further into the mattress without resistance when lying on the side. This can improve blood flow to the shoulder and prevent numbness and tingling.

The long lasting "Morpheus" mattress offers superb ventilation to help evaporate the heat more easily to keep hotel guests warm in the winter and cool in the summer. The sleep experience at Westminster Hotel is also customizable as Hollandia mattresses are two sided, one side firm and the other soft, and can be reversed according to the individual guest's personal preferences.

The "Morpheus" mattress is expected to be available to consumers by mid-August. For additional information please visit [www.hollandiainternational.com](http://www.hollandiainternational.com). Please contact Jamie Dunne for additional information on Westminster Hotel at 973-359-4444 and Michelle Ponto for Hollandia International at 201-498-1600 x 233.

**About Westminster Hotel**

Opening in 2002, the award-winning Westminster Hotel features 183 luxury guest rooms and suites, 16,000 square feet of banquet and conference space, the 120-seat Strip House restaurant and a full range of first-class amenities that cater to the unique needs of today's traveler.

The many awards and honors received by Westminster Hotel are a testament to their focus on the highest standards of service. It has received the prestigious AAA Four-Diamond award for five consecutive years since opening, placing it among the six top-rated hotels in the state. Westminster was named "Facility of the Year" by Meeting Planners International (MPI), New Jersey

chapter, received first-place honors in Lodging Hospitality magazine's Annual Design Competition, and has been named part of WORLDHOTELS' Deluxe Collection, a distinction shared by only 170 elite, independently owned properties worldwide. [www.westminsterhotel.net](http://www.westminsterhotel.net).

Westminster Hotel is an independent establishment, owned and operated by Westminster Hospitality Group, an affiliate of Kushner Companies.

**About Hollandia International**

Drawing upon a heritage of over 27 years of perfecting sleep systems that are unparalleled in the bed industry, Hollandia International designs, manufactures and sells the most luxurious sleep systems in the world. Sparing no expense or detail, the company combines superior craftsmanship with the highest quality materials - assuring luxurious rest and relaxation. As experts in advanced sleep engineering, Hollandia uses their vast technological knowledge to exceed consumers' expectations and bring them the most advanced product possible in comfort and quality.

Headquartered in Israel, Hollandia International now operates in more than 120 locations throughout the world. For more information please visit [www.hollandiainternational.com](http://www.hollandiainternational.com)

Contact: Westminster Hotel  
Jamie Dunne  
Fiore Associates  
Direct: **973-970-4089**  
Office: **973-359-4444**  
[jdunne@fioreassociates.com](mailto:jdunne@fioreassociates.com)

Contact: Hollandia International  
Michelle Ponto  
Steinreich Communications  
**201-498-1600** x 233  
[mponto@scompr.com](mailto:mponto@scompr.com)

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