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CONCRETE HELPS TORONTO'S NEW THOMPSON HOTEL LAUNCH WITH UNDERSTATED STYLE

FOR IMMEDIATE RELEASE

Concrete Design Communications Inc. is very pleased to announce some of its latest work for the newly opened Thompson Toronto. This hotel property is Thompson Hotel's first international location and features 16 floors, 102 guest rooms and an unprecedented 30,000 square feet of dining and event space.

Concrete's work, featured below, includes everything from in-room, sales, and launch materials, to key and rooftop access card design. In addition, Concrete branded the slick new round-the-clock diner called The Counter.

Thompson Toronto is a partnership between Toronto-based companies Freed Developments and Global Edge Investments (GEI). Principal, Peter Freed, Freed Developments, developed the overall property, and Tony Cohen, principal, GEI, and Thompson Hotels were then brought on board to develop, operate and manage the hotel under the Thompson banner.

"We are delighted to be working with both Tony Cohen and Peter Freed on such an exciting project," said Romina Tina Fontana, Concrete's Managing Director. "Toronto is lucky to be host to the Thompson's first international property, and we are thrilled to have worked with such successful, design-minded clients."

ABOUT CONCRETE

Concrete is an internationally acclaimed Toronto design practice founded in 1988 by partners John Pylypczak and Diti Katona. We are known for our highly distilled, elegant, and intelligent style. Over the last twenty years, we have made a notable impact on the international design world and received numerous accolades along the way. Our reputation is founded on consistently delivering innovative, thoughtful, and functional design. We continue to build brands that are stimulating and meaningful to the consumer while helping to reach the marketing goals and business objectives of our clients.

ABOUT THOMPSON HOTELS

Thompson Hotels is a hotel management company with a portfolio of small, elite hotels including 60 Thompson in New York City, Hotel Sax in Chicago and Hollywood Roosevelt Hotel in Los Angeles. The company has expanded extensively through the more recent openings in New York city including Gild Hall in the Financial District, Six Columbus in Midtown Manhattan, Thompson LES on the Lower East Side, Smyth in Tribeca, as well as Thompson Beverly Hills in Los Angeles and Donovan House in Washington, D.C. Developments will continue internationally with the opening of Thompson Toronto in 2010 and Thompson Seoul in 2012. Thompson Hotels is a partnership among Larry, Michael and Jason Pomeranc and Stephen Brandman.

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THE
COUNTER

