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HOTEL ZAZA OWNER SPENDS SUPER BOWL WEEKEND IN ROOFTOP TENT TO ACCOMMODATE OVERFLOW OF GUESTS

**New Rooftop Tent Concept So Popular, Hotel ZaZa Will Continue to Offer
as a Temporary Makeshift Suite for Private Guest Events**



DALLAS (February 11, 2011) – When celebrities, football fans and Hotel ZaZa Dallas’ best customers needed more rooms and suites for Super Bowl weekend, the hotel owner, Charlie Givens, gave up his suite, improvised and moved to the roof of the hotel during the frigid temperatures of Super Bowl weekend. The result: a one-of-a-kind rooftop tent, furnished with a bit of Hotel ZaZa luxury. Visitors to the tent have been so impressed by the concept, that Hotel ZaZa will keep the luxury rooftop tent as a temporary event space for intimate gatherings and private functions.

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HOTEL ZAZA OWNER SLEEPS IN ROOFTOP TENT

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Givens and interior designer Kimberley Miller, of Design Duncan Miller Ullmann, selected and furnished the tent to match the unique design concept of the hotel. The temporary tent concept has been so well-received, that Givens decided to keep the tent open past the big game. The tent will stay up for an undetermined time to offer guests a one-of-a-kind suite experience.

"It's truly a suite unlike any other," Givens said. "I wanted to make my accommodations for Super Bowl weekend as cozy and stylish as the rest of the hotel, and we accomplished that. The people who have come up to see the tent have been amazed by the concept, and several have asked if they could use the space in the future. By our design, this has turned out to be a wonderful potential, albeit temporary, event space for our guests to enjoy a truly intimate, one-of-a-kind Hotel ZaZa experience. This would be a great location for a wedding proposal or any small, private event."

About Hotel ZaZa

Hotel ZaZa is a sensory experience that is refined yet relaxed. Its sophisticated and sensual interior design and culinary excellence is completed by a staff that pays impeccable attention to each and every guest, making them feel at home. Whether for business, a romantic weekend, or world-famous celebrities, both hotels blend intimate comfort with Stay ZaZa-style to create inspired accommodations, one-of-a-kind themed suites, and award-winning restaurants and spas.

Nestled in the fashionable Uptown neighborhood and next to downtown, **Hotel ZaZa Dallas** is a creative mix of warm, Mediterranean elegance and comfortable chic. This exceptional boutique hotel offers 6,000 square feet of function space, 152 rooms, 17 concept suites, the Magnificent Seven Suites, the award-winning **Dragonfly**, **Modern American Kitchen**, the relaxing **ZaSpa** and the **Stay ZaZa Art House & Social Gallery**. Reservations may be made at hotelzazadallas.com or by calling 888.880.3244.

Located in the heart of the vibrant Museum District and minutes from the world renowned Texas Medical Center, **Hotel ZaZa Houston** boasts 17,000 square feet of function space and is the perfect backdrop for any business meeting - not to mention home to some of Houston's most memorable weddings and galas. **Monarch Bistro** and the tranquil **ZaSpa** combine to create the hotel's breadth of impressive amenities. With more than 300 rooms, including Pool Villas, Concept Suites and The Magnificent Seven Suites, ZaZa exceeds all expectations. Reservations may be made at hotelzazahouston.com or by calling 888.880.3244.

Hotel ZaZa, a member of the Preferred Hotel Group™, was created by Charles (Charlie) S. Givens (www.csgivens.com) and Jeff Records and is owned by Givens-Records Developments. Operations management and marketing are provided by Z Resorts, LLC, led by Z Resorts President Benji Homsey.

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