



FOR IMMEDIATE RELEASE

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ZAZA LOVES YA!

Hotel ZaZa Launches ZZIP Guest Loyalty Program Offering Complimentary Rooms, Customized Amenities and More

DALLAS AND HOUSTON (March 1, 2010) – Beginning **March 1**, Hotel ZaZa will debut its new loyalty program, **ZZIP – ZaZa Important Person**, at both Dallas and Houston properties. ZZIPs receive exclusive benefits designed for guests who are looking for a more customized experience.

“We appreciate each and every guest at ZaZa, regardless of whether it’s their second or twenty-second stay. We want our customers to know how much we value their loyalty,” said Benji Homsey, president of Z Resorts Management and Development LLC. “From its inception, Hotel ZaZa was designed to feel like your second home and we hope that the added value we are providing our guests through the ZZIP program will do just that.”

Benefits of the rewards program include express check-in, ZaZa Bucks, complimentary stays and those “extra” little personalized items ZaZa is known for. Upon arrival, members simply step up to the ZZIP counter with their identification and receive their room keys.

After every 6th stay at either property, ZZIPs receive one complimentary night and \$50 worth of ZaZa Bucks, redeemable in Dragonfly, Monarch, Urban Oasis and ZaSpa. After staying 18 times, loyalty program members will be presented with \$150 in ZaZa Bucks at check-in.

ZZIPs will be the first to hear about exclusive offerings and other exciting events happening at both hotels, Dragonfly, Monarch and ZaSpa.

For more information, please call **888.880.3244** or visit **hotelzaza.com**.

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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 4,500 square feet of function space, 152 rooms, 17 concept suites, the Magnificent Seven Suites, the award-winning **Dragonfly** Restaurant and Lounge, the enticing Urban Oasis and the relaxing **ZaSpa**. Reservations may be made at hotelzadallas.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** Urban Bistro & Lounge, the Urban Oasis, 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 S. Givens 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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