

**** MEDIA ALERT ** MEDIA ALERT ** MEDIA ALERT ****

RLIFE LIVE PRESENTS ERIC BENÉT AT RENAISSANCE NEW YORK HOTEL 57 AS PART OF RENAISSANCE HOTELS' GLOBAL "GET OUT AND DISCOVER" INITIATIVE



WHO: ERIC BENÉT

WHAT: On Thursday, June 7th, **Renaissance New York Hotel 57** will asks guests to **"GET OUT"** of their hotel rooms and discover an exclusive **RLife LIVE** performance by **Eric Benét** on the hotel's beautiful and intimate outdoor Roof Terrace overlooking the Manhattan skyline. Benet's exclusive rooftop performance will be just two days after the release of his new album "The One", available June 5th, 2012. The performance will take place simultaneously with 19 other **RLife LIVE** performances around the world as part of Renaissance Hotels' "GET OUT & Discover" project that brings to life Renaissance Hotels' first-ever global advertising campaign: **"Live Life to Discover."**

The new **"Live Life to Discover"** ad campaign, launched in April, was created to provoke today's lifestyle-oriented business traveler to explore a hotel or destination's hidden gems. On June 7th, 151 Renaissance properties in 34 destinations around the world will encourage more 30,000 hotel guests to leave their hotel room to get out and experience unforgettable moments through unexpected events both at the hotel and also at a variety of off-site fascinating local experiences.

RLife LIVE is Renaissance Hotels renowned hospitality entertainment program of which showcases emerging musical artists through exclusive performances for guests and locals at Renaissance Hotels around the world.

Four-time Grammy nominee and R&B icon, **Eric Benét**, has dominated the US Billboard R&B Chart since 1996 and on **June 5th** will release his new album "The One", featuring **Lil Wayne, Shaggy** and a duet with his daughter **India Benét**. Eric's signature smooth vocals can be heard on his new hit single, "Real Love", which reached top 3 at urban AC, as well as fan favorite "Harriett Jones"! Benét is also a presenter at the **2012 Billboard Music Awards** on May 20th in Las Vegas.

In celebration of Eric Benét's exclusive performance, special blue and green illuminating TY-KU sake and spirits will be featured on the Roof Terrace menu, along with beer, wines and savory bar food offerings. There is no cover charge; all menu and bar offerings are à la carte and priced accordingly.

About Renaissance Hotels

Renaissance Hotels represents a diverse collection of more than 150 hotels in 35 countries worldwide. Each property is unique, offering passionate travelers a one-of-kind experience and memories they will be sure to take with them long after they depart. Within every hotel, guests are greeted by an exceptional array of amenities and an inspiring world of local discoveries. For travelers looking to experience something new, innovative and locally driven programs including the industry leading entertainment platform RLife LIVE as well R Navigator, ensure that

every trip is transformed into an eye-opening, unforgettable journey. Renaissance Hotels. Live Life To Discover. To discover more visit www.renhotels.com. Friend us on Facebook www.facebook.com/RenaissanceHotels. Follow us on Twitter www.twitter.com/RenHotels.

WHEN: Thursday, June 7, 2012

Doors open at 5:00pm, Performance by Eric Benét at 8:00pm
Reservations are not required; please note that seating is limited.

WHERE Renaissance New York Hotel 57

130 East 57th Street at Lexington Avenue, New York City
Roof Terrace
212-753-8841 www.renaissancehotel57.com
Facebook: www.facebook.com/Renaissance Hotels of New York City

WEB LINKS:

Twitter: <http://www.twitter.com/ebenet>
Facebook: <http://www.facebook.com/erichenetmusic>
YouTube: <http://www.youtube.com/erichenetv>
iTunes Pre-Order, "The One": <http://bit.ly/IWuPiS>
Official Site: <http://www.erichenet.net>

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