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**SWISSÔTEL CHICAGO ANNOUNCES LAUNCH OF
 VIK (VERY IMPORTANT KID) CHECK-IN**

CHICAGO, May 16, 2005 – Beginning Memorial Day Weekend, kids will be welcomed with giggles and grins when checking in at Swissôtel Chicago with the **VIK (Very Important Kid) check-in**. “Since every child is a VIP at Swissôtel Chicago, we want to welcome all children with an awe-inspiring experience,” said Thomas Klein, Area General Manager, Swissôtel Hotels and Resorts.

Upon check-in **VIKs** will receive a welcome goodie pack filled with a Shedd Aquarium activity book, crayons and fun things to do in Chicago. To add to the excitement, Swissôtel Chicago and Shedd Aquarium set-up a cool check-in area where **VIKs** can color with crayons, play with a puzzle, read a book, draw with chalk or just have fun. Family getaway packages are available including the *Swissôtel Kids Room* and *Sharks at Shedd Getaway* with tickets to experience a new interactive temporary exhibit at Shedd Aquarium – **CRABS!**

Swissôtel Kids Room is a two-room suite specifically designed to provide children – and parents – the comforts and fun of home while staying at Swissôtel Chicago. The room was developed in partnership with Shedd Aquarium to bring the element of education through a fun exploration of marine life with books, movies and puzzles. Children’s imaginations will come to life with plush aquarium stuffed animals, **CRABS!** toys, coloring books and crayons and a large selection of DVD’s and games, all available for purchase at Shedd Aquarium gift stores. The room is also equipped with child focused bedding, children sized table and chairs, nightlight and Nintendo. The *Swissôtel Kids Room* begins at a rate of \$699 and includes four VIP tickets to Shedd Aquarium.

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As part of Shedd Aquarium's 75th year celebration, a new temporary exhibit is coming to Chicago. The exhibit will highlight for the first time the unusual and intriguing animal that can live in the sea, in freshwater streams and ponds, and on land - **CRABS!** Visitors will get a different perspective on these animals by seeing how they are like expertly designed "machines," with a main housing, adaptable tool units, and special functions, being rated to withstand all kinds of environmental extremes. With 19 body segments, eyestalks like periscopes, a removable and renewable carapace, the ability to glow in the dark and regenerate lost legs, you won't want to miss learning about these unique creatures in a visually spectacular setting! For the last 75 years Shedd has created numerous award winning temporary exhibits highlighting unique species from the deep like no other. Shedd Aquarium's crabs exhibit is the largest collections in the U.S. and is scheduled to run through January 8, 2006.

CHICAGO'S SHEDD AQUARIUM CELEBRATES 75!

In 1930, Hostess invented the Twinkie; Betty Boop made her first-ever appearance, and actors Sean Connery and Clint Eastwood were born. In Chicago, the John G. Shedd Aquarium opened on what was formerly a landfill on the shore of Lake Michigan.

Who could have known 75 years ago that the nascent Shedd Aquarium would mature into the world's largest indoor aquarium? Today, Shedd welcomes nearly two million visitors each year, cares for more than 22,000 animals and is a leader in wildlife conservation around the world.

SHEDD AQUARIUM

At Shedd Aquarium, animals connect you to the living world, and inspire you to make a difference. Voted "Best of the City" by National Geographic Traveler and ranked as one of the top three family attractions in Chicago and one of the top five U.S. aquariums by Zagat, Shedd has been the highest attended aquarium in the U.S. for two of the past three years with nearly 2 million visitors per year. Located at 1200 South Lake Shore drive, Shedd is open every day of the year except December 25. Shedd Aquarium is supported by the people of Chicago through the Chicago Park District and the State of Illinois. Check out www.sheddaquarium.org or call 312/939-2438 for more information. Media Contact: Melissa Holland, Shedd Aquarium phone 312-692-3330 or mholland@sheddaquarium.org.

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SWISSÔTEL CHICAGO

Swissôtel Chicago offers 632 luxuriously oversized guestrooms and suites and 32 meeting rooms, which can accommodate up to 500 people. The all-glass triangular hotel, wedged into the confluence of the Chicago River and Lake Michigan has fabulous wrap-around views from Navy Pier to Grant Park. Designed by noted Chicago architect Harry Weese. For further information, contact Swissôtel Chicago, 323 East Wacker Drive, Chicago, IL 60601; telephone 312-565-0565 or visit the Web site at www.swissotelchicago.com Media Contact: Nicole Jachimiak, Swissôtel Chicago phone 312-565-8257 or nicole.jachimiak@swissotel.com.

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