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The Exchange Hotel Named as Tribeca Film Festival Hotel Sponsor

Manhattan, NY (April 10, 2006) – The Exchange Hotel, formerly the Manhattan Seaport Suites, has been named an official Friend of the Festival sponsor and Travel Partner of the 2006 Tribeca Film Festival presented by American Express. The 53-room hotel has just completed extensive renovations, relaunching as the Exchange Hotel this April. The Exchange will provide accommodations to the festival participants as well as special rates to festival goers April 25-May 7, 2006.

“The Tribeca Film Festival was originally created to promote the economic and cultural redevelopment of Lower Manhattan,” states Rani Carr, general manager of the Exchange Hotel. “As the Exchange has just completed a comprehensive investment and revitalization project just steps from Wall Street, we found that this partnership was based in an extreme kinship of philosophy.”

Seen this month in *Travel & Leisure*, the Exchange offers spacious rooms, affordable rates and exemplary essentials including large rooms enhanced by modern design and innovative technology. Personalized service and competitive rates add to the vibrancy of the Exchange hotel’s downtown location. Nestled moments away from Wall Street’s flurry and only a short distance from the South Street Seaport and Historic Front Street, the property occupies a central place between work and pleasure.

The 2006 Festival, presented by American Express, will take place from April 25 – May 7, 2006. Reflecting the festival’s continued growth, it will expand this year to more neighborhoods throughout Manhattan and feature screenings, special events, concerts, a family street fair, and panel discussions. For more information, please visit www.tribecafilmfestival.org

About the Exchange Hotel

Relaunched in April 2006 as the Exchange Hotel, this 53-room boutique hotel is nestled moments away from Wall Street’s flurry and only a short distance from the South Street Seaport and Historic Front Street. The property accommodates both business and leisure travelers with dynamic amenities like WiFi access, flat-screen TVs, full kitchens, and exceptional guest service. Whether taking a break from work or from touring New York City, this renovated hotel pleases all guests with its comfortable atmosphere and stylish approach to hospitality services. For more information or reservations, please call 212-742-0003 or visit the website at www.exchangehotel.com.

About the Tribeca Film Festival

The Tribeca Film Festival was founded in 2002 by Robert De Niro, Jane Rosenthal, and Craig Hatkoff as a response to the attacks on the World Trade Center. Conceived to foster the economic and cultural revitalization of Lower Manhattan through an annual celebration of film, music, and culture the Festival's mission is to promote New York City as a major filmmaking center and help filmmakers reach the broadest possible audience.

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As Founding Sponsor of the Tribeca Film Festival, American Express is committed to expanding the Festival and bringing it to new audiences in compelling ways. As part of a long-term partnership with the Festival, American Express celebrates filmmakers, facilitates storytelling and is dedicated to bringing energy and business to Lower Manhattan.

*The Tribeca Film Festival is pleased to announce the return of their Signature Sponsors: Budweiser Select, General Motors, WNBC, Nokia, Apple, Aquafina, Delta Air Lines, The New York Times, Bloomberg LP, Vanity Fair, Empire State Development Corporation/I Love New York, Brookfield Properties, the Tribeca Grand Hotel, Alfred P. Sloan Foundation. The Festival is also honored to welcome the following new sponsors to the Tribeca Film Festival: RR Donnelley, CA, AMC Loews, Cinema. Festa Internazionale di Roma. **For press inquiries regarding the Tribeca Film Festival, please contact Tammie Rosen at (212) 843-8008. For additional information on the festival please visit the press section at www.tribecafilmfestival.org***

-Thank You-

Editor's Note: Photography is available.