

**MEDIA RELEASE
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Toga Hospitality gives Sydney's Crown Street a suite European treat

Medina on Crown in Sydney's Surry Hills rebadged – Adina Apartment Hotel Sydney, Crown Street – in recognition of its à la mode new design and location

June, 2010: Toga Hospitality has rebadged the popular Medina on Crown to Adina Apartment Hotel Sydney, Crown Street.

Coined 'Adina on Crown' by locals, the new badge aligns the hotel with the designer Adina Apartment Hotels currently located across Europe in Berlin, Frankfurt, Budapest, Copenhagen and soon Hamburg.

The new name and look given to Adina on Crown was prompted by Toga Hospitality's recognition of the new mood of the apartment hotel and the vibe of its location which reflects the distinctly Adina brand aesthetic. All Adina Apartment Hotels are characterised by a commitment to high quality and unique design standards which embrace a cosmopolitan edge.

In keeping with these standards, the recently refurbished Adina on Crown's signature is bold colours, sleek stainless steel appliances, a selection of individual furniture pieces, mood-lit corridors and refreshing outdoor facilities. Overall, each of these elements combines to produce a chic urbane experience.

Adina on Crown is the suitest way to experience an alternative to the postcard Sydney – having captured the buzz of a unique pocket filled with an eclectic mix of fashion, art and culinary gems.

Rachel Argaman, CEO of Toga Hospitality said "At Toga Hospitality we pride ourselves on being change savvy, with a finger on the pulse of travel trends. We've rebadged to Adina on Crown in recognition of the different experience that our guests in Surry Hills are looking for."

"Apartment hotels are a wonderful way to experience a location as they provide space, flexibility and privacy. Toga is not about a cookie cutter accommodation. With Adina on Crown we're excited to offer yet another unique accommodation option for domestic and international guests travelling to Sydney," she said.

The Adina difference is lifestyle – a private, on-trend space to relax or to entertain in a new location be it for a day, a week or even longer. Adina apartments and studios cater for leisure and business travellers equally by providing home comforts for astute travellers.

All Adina Apartment Hotels are proudly owned and operated by Toga Hospitality, an Australian company responsible for Adina Apartment Hotels, Medina Apartment Hotels, Vibe Hotels and Travelodge Hotels in Australia, New Zealand and Europe.

For more information about Adina Apartment Hotels in Australia or to book, visit:
www.adinahotels.com.au

For more information about Adina Apartment Hotels in Europe or to book, visit:
www.adina.eu

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 **TOGA HOSPITALITY**