

FOR IMMEDIATE RELEASE

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**CHICAGO'S BEST VIEWS PAIR UP WITH THE CITY'S SMARTEST ADVICE**  
*John Hancock Observatory and Concierge Preferred Magazine Announce  
Strategic Partnership Bringing the Best Chicago Recommendations Sky High*

**CHICAGO, IL** – John Hancock Observatory and *Concierge Preferred* magazine are pleased to announce the launch of a strategic partnership that will bring together the “Best Views” in town and the experience of more than 750 concierges from all over Chicago. Beginning today, the city’s highest concierge desk brings a whole new, wide range of the exclusive tips and information to the hundreds of thousands of guests who visit the Observatory every year. The new relationship will also bring the launch of a city-wide savings mobile application, new web-based tools for the most comprehensive set of information about what’s on in Chicago, special insider deals and much more.

“We are very excited to take our concierge desk and relationships to new heights in our never-ending goal of driving the best possible value for our guests’ dollar,” said Daniel Thomas, general manager, John Hancock Observatory. “A new enthusiastic team and an enhanced strategy are just the first step in what will surely change the definition of what it means to plan your ideal Chicago trip.”

The new partnership between the two established brands also marks the launch of a set of ground breaking cooperative initiatives to foster existing connections and create fresh ones with the concierge and hospitality communities. Led by Ryan Eugene Daniels, the Observatory’s Manager of Concierge Services and Relations, the passionate concierge team will bring the best the Windy City has to offer to John Hancock Observatory guests’ fingertips in person, on-the-go, and online with a new set of planning tools. Concierge and Event Services World Wide continues to provide some of the city’s top talent for our concierge services, enabling the Observatory staff to take the guest experience to the next level.

“*Concierge Preferred* is thrilled and honored to be able to provide visitor information to guests of John Hancock Observatory,” said Tim O’Malley, president, *Concierge Preferred*. “Between *Concierge Preferred* magazine and ConciergePreferred.com, the concierge team will be armed and ready to provide insightful, up-to-the-moment information to help guests get the most out of our great city.”

With a new year that will be full of exciting surprises, John Hancock Observatory is off to a great start by taking yet another step to improve the visitor experience before, during, and after each guest’s visit. Improvements to the concierge desk and capabilities will enable guests to plan their visit to Chicago, whether the Observatory will help them kick off their Chicago adventure or bring it to a close.

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For more information, contact: Carey Randall  
Phone: 312.751.3680 Email: [crandall@hancockobservatory.com](mailto:crandall@hancockobservatory.com)



### **About John Hancock Observatory**

Located inside the iconic John Hancock Center, John Hancock Observatory is open every day from 9 a.m. to 11 p.m. and, at 875 North Michigan Avenue, stands in the heart of the Magnificent Mile next to hundreds of shops, restaurants, attractions and entertainment venues. Highlights include spectacular 360° views spanning 80 miles and four states and the city's only open-air Sky Walk, all accessed by the fastest elevators in the country. John Hancock Center and John Hancock Observatory are owned and operated by affiliates of Golub & Company. More information at [www.hancockobservatory.com](http://www.hancockobservatory.com).

Learn the latest from Chicago's skies by becoming a fan of John Hancock Observatory on Facebook and following its updates on Twitter, [@aThousandFeetUp](https://twitter.com/aThousandFeetUp).

### **About Concierge Preferred Magazine**

Concierge Preferred is a publishing and marketing company with strong roots in the Chicago visitor and hospitality industries. We utilize the knowledge and expertise of the more than 750 concierges and hotel professionals working in Chicago to produce quality content in many different forms. We believe: "Expert Insight. Better Travel." That's why we have made it our mission to do just that with ConciergePreferred.com and the Chicago Travel Blog, as well as with our widely (and wisely) distributed print magazine and suite of marketing services.

### **About Concierge and Event Services World Wide**

Founded in 2002, Concierge and Event Services World Wide (CESWW) is a leading developer of custom concierge programs and event planning for individuals, corporations, residential buildings, commercial real estate buildings and tourist attractions. CESWW credits its success to the professional integrity of its President, Sheryl Novak, and the talents of the team she has assembled. They have created an unparalleled database of vendors and service providers worldwide, ensuring they can flawlessly fulfill requests from the ordinary to the extraordinary. More information can be found at [www.cesww.com](http://www.cesww.com).

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