



FOR IMMEDIATE RELEASE
June 2, 2008

CONTACT: Ron D'Amico
617-954-2168

**MCCA WELCOMES THE PUBLIC FOR HYNES CONVENTION CENTER
RENOVATION MEETING**

Meeting Will Focus On Retail Renovations

The Massachusetts Convention Center Authority today announced it will be holding an open public meeting on Tuesday, June 10th from 6pm to 8pm in room 112 to present the proposed introduction of retail and restaurant space at the John B. Hynes Veterans Memorial Convention Center and to discuss interior renovation plans. James E. Rooney, MCCA Executive Director and Johanna Storella, MCCA CFO and Hynes Project Manager, will discuss how the project will refresh the Hynes Convention Center experience with additional retail and dining opportunities that will enliven the Boylston Street streetscape.

“I encourage our neighbors in the Back Bay to stop by and learn about our exciting plans for the Hynes,” said James E. Rooney, Executive Director of the MCCA. “The Hynes is already a vital part of the life and economy of the Back Bay and Boston and the addition of retail and restaurant space will make it a more exciting place for conventioners and residents.”

The proposed retail space will be located in two areas. The first space will span two levels and will be located along Boylston Street at the east corner of the building adjacent to the Prudential Plaza. The second space will be entirely on one level located along the west corner at Dalton and Boylston Street. Each of these spaces will be approximately 10,000 square feet. The 20,000 total square feet in retail or restaurant venues will generate additional revenue for the Hynes and enliven Boylston Street without interrupting or negatively impacting convention bookings or business.

The MCCA is working with its broker, Meredith and Grew, to secure two tenants for the intended retail and restaurant spaces.

The proposed plan also includes updates to the facility's security, technology and audio/visual capabilities, interior design and new environmentally friendly renovations. This is the first major renovations done at the Hynes since it opened as a convention center in 1988.

The John B. Hynes Veterans Memorial Convention Center had been operating as Boston's premier convention facility since 1988. It is located in Boston's Back Bay neighborhood and is connected to a complex of 3,500 hotel rooms and two malls with more than 200 retail stores and restaurants. It was first opened in 1965 as the John B. Hynes Veterans Memorial Auditorium and later remodeled and opened as a convention center in 1988. In 2006, the Hynes Commission, citing overwhelming evidence, determined that the facility was successful in the convention industry and a significant economic generator for both the city and state.

###