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**Brooklyn Chamber Gala Draws Borough's Business Community to Honor Work
of**

Pratt's Dr. Thomas Schutte

NU Hotel, Coney Island Lager get Distinguished Biz Awards

(Brooklyn, NY) The Brooklyn Chamber of Commerce's 2008 Annual Dinner Dance and Awards Gala will recognize select Brooklyn-based companies including Pratt Institute, NU Hotel and Shmaltz Brewing Company.

This year, the Chamber's Board of Directors and 1,500 members will honor Dr. Thomas F. Schutte, President, Pratt Institute with its Leadership and Public Service Award for his tireless work in making Pratt a premiere educational institution for art, design and architecture worldwide. His efforts have uplifted not only the Institute but the Fort Greene/ Clinton Hill community and the borough.

In addition, the Chamber will proudly recognize the dedication of Coney Island Lager/ Shmaltz Brewing and NU Hotel – Brooklyn/ Hersha Hospitality with the 2008 Distinguished Business Awards! These Brooklyn businesses have promoted a positive image of the borough as a tastemaker and destination ideal for all walks of life.

"The Brooklyn Chamber is proud to honor Dr. Thomas F. Schutte for his work with the Pratt Institute, and to recognize two outstanding businesses -- Coney Island Lager/ Shmaltz Brewing and NU Hotel – Brooklyn/ Hersha Hospitality for helping to make Brooklyn a great destination for everyone," said Brooklyn Chamber of Commerce Chairman Peter Meyer. "We hope everyone will join us in celebrating the honorees' accomplishments and contributions to Brooklyn," he added.

"The Chamber is proud to honor Dr. Schutte for what he done for our most beloved borough of Brooklyn. His work is a model for his leadership in education, community and sustainability," said Brooklyn Chamber President & CEO. "We are also thrilled to recognize Coney Island Brewing and Nu Hotel for their contributions in diversifying Brooklyn's economy."

"NU Hotel is honored to be a recipient of the Distinguished Business Award. The concept for this hotel was driven by the desire to create a business that is both integrated into and contributes to the Downtown Brooklyn economy. We look forward to growing with this vibrant and historically rich neighborhood," said Neil H. Shah, President and Chief Operating Officer of Hersha Hospitality Trust.

Carl Hum, President and CEO, Brooklyn Chamber of Commerce comments, "At a time when the bottom line is so important Shmaltz Brewing Company has found a way to marry its dedication and commitment to the community with its innovative marketing and quality product. We applaud the creativity of this small business. We are proud to call Shmaltz Brewing Company a Member of the Brooklyn Chamber of Commerce."

"The Shmaltz Brewing tribe is thrilled to participate in the evolving history, spirit, and flavor of Coney Island and more generally Brooklyn's unique contributions to American life," said Jeremy Cowan, proprietor of Shmaltz Brewing.

The Chamber and the business community salute this year's honoree and award winners for making Brooklyn an ideal place to live, work and play!

About Dr. Thomas Schutte

Dr. Thomas F. Schutte became the eleventh president of Pratt Institute in 1993 and has had an extensive career in higher education spanning more than thirty years. During his 15-year tenure at Pratt, the Institute has become one of the largest and most selective colleges of art, design, and architecture in the world. Under his leadership, Pratt has maintained a commitment to its neighbors that has resulted in many positive changes to the economic and cultural fabric of Brooklyn, especially in the community surrounding Pratt. He has made extraordinary improvements to the physical plant of Pratt's 25-acre Brooklyn campus, which are visible in the beautiful grounds and buildings that have been constructed and renovated during his presidency. In 1999, he created the Pratt Sculpture Park, which has been recognized as one of the 10 best college and university campus art collections in the country.

He is a founding member, trustee, and chair of the Myrtle Avenue Revitalization Project, a neighborhood collaboration that revived the portion of the avenue that runs through Clinton Hill and Fort Greene into a thriving retail district. His decision to build Pratt's book and art supply store on Myrtle Avenue in 2005 has given Pratt's more than 5,000 faculty, students, and staff an opportunity to frequent the avenue, which has further contributed to the economic vitality of the area.

Pratt has recently moved to the forefront of sustainability, integrating learning and teaching about environmentally conscious design in its classrooms and enforcing green practices in its construction, facilities, and operations. The Institute's planned building at 524 Myrtle Avenue, scheduled to open in 2010, will be the first green building on Myrtle Avenue and aims to obtain a LEED-Gold certification, according to the U.S. Green Building Council, which ranks new buildings based on their overall sustainability.

Dr. Schutte also serves as chairman of the Brooklyn Arts Council, an organization that helps to create an environment conducive to the arts by providing grants and technical assistance to artists, creative professionals, and arts organizations, and organizes free arts programming for thousands of area residents each year.

About Coney Island Lager/Shmaltz Brewing Company

Shmaltz Brewing Company was established in 1996 by Proprietor Jeremy Cowan. It began as an experiment for Chanukah, when Mr. Cowan produced 100 cases of his, now award-winning, HE'BREW Beers and hand delivered them to San Francisco Bay Area shelves out of the trunk of his Grandmother's Volvo. Shmaltz quickly gained a following and by 2003, Shmaltz Brewing introduced 6-packs and moved its production east to the acclaimed Mendocino Brewing Company's facility in Saratoga Springs, NY.

Summer 2008 marked the official national launch of their new line of craft brewed lagers under the Coney Island brand. Inspired by the spirit, the history, and the future of America's Playground, Shmaltz Brewing released its Coney Island Craft Lagers in association with the arts organization Coney Island USA, a 501(c)3 Non-Profit - a portion of its proceeds directly benefit Coney Island USA. The line features its self-titled debut offering and four craft brewed lagers including Sword Swallower, Albino Python, Human Blockhead (January 2009) and Freaktoberfest (Halloween).

As of 2008 Shmaltz will be bi-coastal with some production remaining on the East Coast and some moving to the West Coast. HE'BREW Beer is currently available in over 25 states through over 30 wholesalers at more than 1,000 retail and specialty shops.

About NU Hotel-Brooklyn/ Hersha Hospitality

NU Hotel has moved to ensure Brooklyn is a destination for the most stylish travelers with its Smith Street location that sits at the intersection of four intriguing Brooklyn neighborhoods: Downtown Brooklyn, home to the Brooklyn Academy of Music, the Courthouses and the offices at MetroTech Center; Boerum Hill, where streets are lined with elegant brownstones and French bistros; Cobble Hill, a blend of old-world shops, bakeries and gardens; and Carroll Gardens, an old-fashioned Italian neighborhood with wide streets, chic restaurants and antique shops. Together, these areas possess all the requisites for a unique, insider's experience.

Hersha Hospitality which constructed this eco-friendly, urban, boutique hotel celebrates the borough by paying tribute to Brooklyn leaders in art, film and literature through stenciled quotes from famous Brooklynites, "found objects" from local landmarks and the exhibition of art. In addition to promoting Brooklyn products the hotel works closely with Brooklyn vendors to run its 93-room operation which includes the Nu Bar, NU Gym and a plethora of amenities.

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