

## **VICEROY HOTEL GROUP REVEALS NEW PRESENCE IN NEW YORK CITY**

International Hotel Group Adds Manhattan Location to Urban Retreat Collection

(Los Angeles, CA – February 6, 2012) Viceroy Hotel Group proudly announces the addition of Cassa Hotel in the heart of Midtown Manhattan to the company's growing international portfolio. The stylish property, which will be part of the Urban Retreat Collection, officially transitioned to Viceroy management on January 20<sup>th</sup>.

Conveniently positioned in New York City's central business district on 45<sup>th</sup> Street between 5<sup>th</sup> and 6<sup>th</sup> Avenue, the property sets a timeless statement on the New York City skyline. Steps away from Fifth Avenue, a short walk to Broadway and Times Square, and perfectly situated amongst lauded New York restaurants and bars, the hotel caters to busy business executives and leisure travelers alike.

"We are pleased to add this great property to our expanding portfolio of luxury hotels" commented **Nicholas Clayton** of **Viceroy Hotel Group**. "Presence in a major city like New York City is very important as we continue to establish the brand in the world's leading destinations. We are honored to have been selected by HNA Property Group to manage their first US hotel acquisition and look forward to a successful partnership."

Designed by world-renown architect Enrique Norten of TEN Arquitectos and CetraRuddy, guests of the hotel are greeted by a striking, bold lobby, which leads to a dramatic catwalk suspended over the restaurant below. The property boasts 165 luxury rooms and suites, including studios, deluxe rooms, junior and executive suites. The abstract impressionist photography of Irene Mamiye graces the walls of each room, bathrooms are detailed with limestone and sleek fixtures, and Frette linens complete the guest experience.

Viceroy Hotel Group, known for its culinary heritage, is excited to partner with the innovative BLT American Brasserie, being launched at Cassa Hotel. The new restaurant, by celebrated Chef Laurent Tourondel, will feature classic American fare for breakfast, lunch and dinner.

"We are excited to start the year by announcing Viceroy Hotel Group's new Manhattan property, and we very much look forward to welcoming new and existing guests to the Cassa Hotel," added Mr. Clayton. For more information please visit: <a href="http://www.cassahotelny.com">http://www.cassahotelny.com</a> or to make a reservation please call 212-302-8700.

## **About Viceroy Hotel Group**

<u>Viceroy Hotel Group</u> delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in **Abu Dhabi**, **Anguilla**, **Beverly Hills**, **Miami**, **Palm Springs**, **Riviera** 

Maya, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Beverly Hills (in what is currently L'Ermitage Beverly Hills), the Maldives and Bodrum, Turkey.

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