

VICEROY HOTEL GROUP

INTRODUCING SUGAR BEACH, A VICEROY RESORT ***Viceroy Hotel Group Renovates & Rebrands The Jalousie Plantation***

(Los Angeles, CA – November, 2012) **Viceroy Hotel Group** announces the completion of a \$100 million dollar renovation of The Jalousie Plantation, and relaunches the property as **Sugar Beach, A Viceroy Resort**. Located on the scenic Eastern Caribbean island of St. Lucia, the resort has undergone a complete transformation, helmed by Viceroy Hotel Group, who has managed the property since 2008.

Set within more than 100 acres of lush rainforest, the resort boasts a chic new lobby and reception area to welcome guests staying in either new luxury villas, beachfront bungalows, sugar mill rooms or luxury residences complete with full kitchens. Set in the embrace of St Lucia's World Heritage-listed Pitons, the 9,427 square foot Rainforest Spa features a range of international luxury product lines including Valmont and Natura Bisse and locally inspired signature treatments with seven tree house treatment cabanas and an earthen steam room. For guests with children, the property has updated the Kids Club, featuring murals by British children's book illustrator Lucy Loveheart.

Both of the restaurants and all four bars at Sugar Beach, A Viceroy Resort are new additions offering sophisticated options that range from the finest international cuisine to delightfully casual tropical tastes. Guests can choose from elegant Caribbean inspired fare at The Great Room, or opt for a more relaxed atmosphere just steps from the water's edge in the Bayside Bar and Restaurant. The property's Cane Bar, Late Night Bar and The Palm Court all offer chic contemporary settings to enjoy signature cocktails or traditional afternoon tea, as well as the opportunity to meet with a rummeller to aid in the selection of international rums. Completing the transformation will be The Terrace, a breakfast restaurant with views across the lily pond and sugar mill ruins.

Viceroy Hotel Group's CEO Bill Walshe and **Sugar Beach Owner, Roger Myers** both agree that the decision to become a Viceroy property is a natural step towards bringing together the enhanced benefits of this expansive renovation project. Walshe remarks, "Transforming the Jalousie Plantation to **Sugar Beach, A Viceroy Resort** is the next step towards furthering Viceroy Hotel Group's international portfolio, and the total renovation of this picturesque St. Lucia property will continue to draw the most discerning guests to relax and recharge in total luxury."

Along with all of the new facilities and amenities on property a new website has also been launched: www.viceroyhotelsandresorts.com/sugarbeach. The website includes packages and special offers to showcase all of the attractions Sugar Beach has to offer. Rates at Sugar Beach, A Viceroy Resort start at US\$375 per night, room only, based on double occupancy and excluding VAT and service charge.

About Viceroy Hotel Group: Viceroy Hotel Group 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, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Istanbul and Bodrum, Turkey.

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