Viceroy Hotel Group Selected as Management Company for New Nef Bebeköy Development in Istanbul, Turkey

International Hotel Group to Manage Luxury Development in Turkey's Fastest Growing Tourism Market

(Los Angeles, CA – May 1, 2012) Viceroy Hotel Group announces that it has been selected as the operator of the new Nef Bebeköy development in Istanbul, Turkey. Viceroy Istanbul, a luxury five-star urban resort, is scheduled to open in late 2013 and will mark Viceroy Hotel Group's first European property, and second hotel project in Turkey after the Viceroy Bodrum which is currently under development and slated to open in 2014.

Spread across ten separate buildings and over 16 acres of land, offering 58 guest accommodations, Viceroy Istanbul will boast spectacular panoramic views of the Bosphorus, the strait that forms part of the boundary between Europe and Asia, and direct access to a tranquil outdoor garden and forest area. The property will offer guests and residence luxury services including a casual and signature restaurant, banquet and meeting facilities, an outdoor art gallery, and a state-of-the-art full service fitness center and spa.

The property, which dates back to the Ottoman Empire, will occupy the last large plot of undeveloped land in Bebeköy. Uniquely located in one of the most high-end districts of the city with easy access to the entertainment and business hubs, Viceroy Istanbul is a mere two minute drive from Bebek, famous for its marina on the Bosphorus, waterfront upmarket cafes, restaurants and shops. The area caters to an elite urban lifestyle as it is rich in history, culture, architecture and art, offering an impressive selection of fine museums and galleries.

"We are excited to expand our portfolio into one of the most influential and sought after tourist destinations in the world" says **Anton Bawab, Regional President of Viceroy Hotel Group**. "Viceroy Istanbul will not only add to the Group's rapidly increasing international presence but will exemplify the same authentic, visionary design and superior personalized service that is represented in our other properties and has become signature to Viceroy Hotels & Resorts."

As the regal name suggests, Viceroy Hotel Group embodies the essence of style and service and caters to guests seeking high-end service, elegance and glamour. Founded on the principles of quality and creativity, the Viceroy team is committed to redefining the traditional concept of luxury hospitality through inspiring design presence, impeccable service, innovative culinary experiences and holistic wellness programs that boast an unparalleled experience for every guest .

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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