



VICEROY HOTEL GROUP ANNOUNCES THE REBRANDING OF THE YAS HOTEL IN ABU DHABI

The Yas Viceroy Hotel Introduces Upgraded Service, Lobby and Menus

(Los Angeles, CA - October 25, 2011) Today, Viceroy Hotels and Resorts is thrilled to announce the rebranding of the iconic Yas Hotel in Abu Dhabi as **Yas Viceroy**, becoming an integral member of the Viceroy Hotels and Resorts portfolio of luxury offerings. The first Viceroy Hotel in the Middle East, the Yas Viceroy will now offer Viceroy's unparalleled signature service, unique dining concepts and a refurbished lobby by renowned design firm Poltrona Frau Emirates of Abu Dhabi.

Viceroy Hotels and Resorts represent the finest in inspiring design, intuitive service and innovative offerings. Since assuming the management of the property, the team at Yas Viceroy has been engaged in a thorough preparation to align themselves with the Viceroy brand. The first priority for the rebranding of The Yas Viceroy Hotel is to introduce Viceroy's signature service, including staff training and collateral creation to perfect the meticulous level of service guests of Viceroy properties worldwide have come to expect.

The Yas Viceroy will also feature visible upgrades including a sleek new lobby. Leading international design firm Poltrona Frau Emirates has transformed the lobby by creating inviting clusters of space in which guests can lounge or work in an intimate yet open environment. The upgraded lobby is complimented with new branding, an expanded greeting area as well as improved concierge facilities to ensure guests a swift and seamless check-in process.

The Hotel has also re-introduced the executive club suites with benefits that include complimentary access to the executive lounge, private check-in and checkout, among other amenities.

Underscoring the excellence of Viceroy's signature cuisine, the menus at Noodle Bar and Angar, two of the hotel's twelve contemporary restaurants, have been refreshed to reflect exquisite dining options for the most discerning Viceroy guests. Additional enhancement will be forthcoming with new culinary concepts that will elevate the dining experience for guests.

"The improvements we have already made since taking over the management of the hotel in July exemplify our dedication to immediately introducing Viceroy Hotels and Resorts' unique service standards to the Yas Viceroy" says **Heiner Werdeling, General Manager of Yas Viceroy**. "Over the next 12 months our guests will see both cosmetic and service changes to Yas Viceroy designed to ensure that what is already an

architectural icon of Abu Dhabi becomes a standard bearer for hospitality in the region," continued Werdeling.

The changes at Yas Viceroy align it with Viceroy's brand image, which brings luxury hospitality to the next level through inspiring design presence, impeccable service, innovative culinary experiences that boast an unparalleled experience for every guest.

"We are proud to have been selected to manage what has become possibly the finest and most architecturally significant hotel in the region" comments **Anton Bawab, Regional President of Viceroy Hotel Group**. "The hotel's exceptional architecture and lavish interiors perfectly compliment the Viceroy Hotel Group's distinctive aesthetic and exemplary service standards. The expansion of Viceroy Hotel Group in the GCC region shows the continued growth of the luxurious portfolio and sets a high benchmark for new hotels to come in the region," says Bawab.

For more information or reservations at The Yas Viceroy, visit:

<http://www.viceroyhotelsandresorts.com/abudhabi/>

For information on Viceroy Hotel Group, visit www.viceroyhotelgroup.com.

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. The current portfolio of managed properties includes two luxury brands, Viceroy and The Tides. [Viceroy Hotels & Resorts](#) exemplify a passion for authentic, visionary design and personalized service. Signature Viceroy amenities and services created for the brand's diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current Viceroy properties include hotels and resorts in **Santa Monica, Palm Springs, Miami, Anguilla, Snowmass**, Colorado and Yas Island in Abu Dhabi with forthcoming openings in Beverly Hills (in what is currently L'Ermitage Beverly Hills), the Maldives and Bodrum, Turkey. [The Tides](#) brand offers chic beachfront backdrops that inspire reconnection through cultural experiences delivered with style and spirit. Every Tides destination interprets indigenous cultural elements, expressed in each property's décor, cuisine, and spa. The Tides collection includes hotels and resorts in Miami's **South Beach**, Mexico's **Riviera Maya** and **Zihuatanejo**, as well as upcoming developments on **St. Lucia** in the Caribbean, which is currently operating as Jalousie Plantation. The Urban Retreat Collection includes **Avalon Hotel** in Beverly Hills, **Maison 140** in Beverly Hills, and **Sheraton Delfina** in Santa Monica.

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