

# VICEROY HOTEL GROUP

## **Le Méridien Returns to Southern California with the Debut of Le Méridien Delfina Santa Monica**

### **Le Meridien Delfina Santa Monica to Open this Fall Following Strategic Repositioning**

LOS ANGELES – July 24, 2013 – Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) today announced the return of Le Méridien® Hotels to Southern California with the opening of Le Méridien Delfina Santa Monica, debuting September 18, 2013. Owned by Pebblebrook Hotel Trust (NYSE: PEB) and managed by Viceroy Hotel Group, the transformation will follow a renovation of the Sheraton Delfina Santa Monica Hotel. Located in the heart of Santa Monica, Le Méridien Delfina Santa Monica is ideally situated amongst the shops, cafes and galleries of the area and walking distance to the Pacific beaches and iconic Santa Monica Pier.

“We are proud to partner with Pebblebrook and Viceroy Hotel Group to reintroduce Le Méridien to Southern California through the re-branding of this iconic Santa Monica property,” said Allison Reid, Senior Vice President of North America Development, Starwood Hotels & Resorts. “With a transformed brand positioning and strong performance numbers, Le Méridien is poised for expansive growth as we continue to see increased interest among owners, especially around conversions.”

Conceived by world renowned and award-winning Seattle-based hospitality interior design firm Dawson Design Associates, Inc., Le Méridien Delfina Santa Monica will undergo transformation of the hotel’s 310 guestrooms, public spaces and 10,000 square feet of premium meeting space, perfect for business functions and social events. The hotel will also boast dramatic views of California’s southern coastline and offer a full-service restaurant and bar, outdoor pool and grill and fitness center.

“Over the past seven years, Starwood has made significant investments in developing Le Méridien as a contemporary lifestyle brand with a truly distinct point of view,” said Brian Povinelli, Global Brand Leader, Le Méridien and Westin. “Le Méridien Delfina Santa Monica will be uniquely positioned to bring the destination to life through cuisine, the arts and local culture.

Le Méridien Delfina Santa Monica will feature the signature Le Méridien Hub™ experience, which re-interprets the traditional lobby into a social gathering place for creative people to converse, debate, and exchange, further building on the brand’s award-winning arrival experience and curated coffee culture. Le Méridien arrival consists of four elements: largescale artwork in high impact areas to reset the mind and stimulate dialogue and curiosity; the sensory experience, illustrated through Le Méridien signature scent, sound and use of light, creating a unique and distinctive atmosphere; UNLOCK ART™ program, featuring LM100™ artist designed key card collections that not only offer access to the guestroom but also to Le Méridien brand affiliated contemporary cultural centers in the city; and a 24-hour curated soundtrack.

“We are thrilled to re-introduce the Sheraton Delfina under the Le Méridien brand,” said Bill

Walshe, CEO of Viceroy Hotel Group. “Viceroy’s commitment to impeccable service and innovative culinary experience will undoubtedly help to transform the guest experience for Le Meridien’s creative travellers.”

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. The Le Méridien Delfina Santa Monica is located at 530 Pico Boulevard, Santa Monica, CA 90405. For additional information, please visit <http://www.sheratondelfina.com>.

#### **About Starwood Hotels & Resorts Worldwide, Inc.**

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,146 properties in nearly 100 countries and 171,000 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft®, and Element®. The Company boasts one of the industry’s leading loyalty programs, Starwood Preferred Guest (SPG®), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.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. 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 New York, Dubai, Istanbul and Bodrum, Turkey. [www.viceroyhotelgroup.com](http://www.viceroyhotelgroup.com)

About Pebblebrook Hotel Trust

Pebblebrook Hotel Trust (NYSE: PEB) is a publicly traded real estate investment trust (“REIT”) organized to opportunistically acquire and invest primarily in upper upscale, full service hotels located in urban markets in major gateway cities. The Company owns 21 hotels, comprised of 15 wholly owned hotels, with a total of 3,920 guest rooms and a 49 percent joint venture interest in six hotels with 1,733 guest rooms. The Company owns, or has an ownership interest in, hotels located in nine states and the District of Columbia, including 14 markets: San Diego, California; San Francisco, California; Santa Monica, California; West Hollywood, California; Washington, DC; Miami, Florida; Buckhead, Georgia; Bethesda, Maryland; Boston, Massachusetts; Minneapolis, Minnesota; New York, New York; Philadelphia, Pennsylvania; Columbia River Gorge, Washington; and Seattle, Washington. For more information, please visit [www.pebblebrookhotels.com](http://www.pebblebrookhotels.com).

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