

VICEROY HOTEL GROUP

VICEROY HOTEL GROUP EXPANDS TO SAN FRANCISCO *Following Extensive Renovation Hotel Milano to Re-launch As Part of Urban Retreat Collection*

APRIL 4 2012 – **Viceroy Hotel Group** is proud to announce it has been selected as operator for Pebblebrook Hotel Trust's newest acquisition in San Francisco, the Hotel Milano. Located in the heart of San Francisco next to the Moscone Convention Center, the full-service hotel has 108 guest rooms that will be completely renovated by Pebblebrook later this year. This new property will then re-launch as part of Viceroy Hotel Group's Urban Retreat Collection. Viceroy Hotel Group currently manages two other properties for Pebblebrook, the Delfina in Santa Monica and Viceroy Miami.

"We are pleased that our partnership with Pebblebrook continues to grow through the addition of San Francisco" commented **Nicholas Clayton of Viceroy Hotel Group**. "This vibrant city ranks as one of the world's most coveted travel destinations and the soon-to-be renovated Hotel Milano promises to breathe new life into the city's hospitality sector."

The extensive renovation will involve a substantial upgrade of the entire property, including guest rooms, common areas and restaurant. Catering to both business and leisure travelers, the hotel is conveniently located in the SoMA area of San Francisco, just blocks away from the Moscone Convention Center, Union Square and Financial District. Perfectly positioned near the Westfield San Francisco Shopping Center, hotel guests can enjoy an iconic shopping destination with over 170 world-class retailers and dining venues.

Viceroy Hotel Group's Urban Retreat hotels capture the very essence of a boutique hotel, each with a distinct sense of place and a shared spirit of genuine hospitality.

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, Santa Monica, San Francisco, Snowmass, St. Lucia** and **Zihuatanejo** with a forthcoming property in Bodrum, Turkey.

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: Bethesda, Maryland; San Francisco, California; Buckhead, Georgia; Washington, DC; Minneapolis, Minnesota; Columbia River Gorge, Washington; Santa Monica, California; Philadelphia, Pennsylvania; San Diego, California; Seattle, Washington;

West Hollywood, California; Miami, Florida; Boston, Massachusetts; and New York, New York. For more information, please visit www.pebblebrookhotels.com.

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MEDIA INQUIRIES:

LaForce + Stevens

Brooke Hilton, Carran Gannaway or Maggie Porges

Viceroy@LaForce-Stevens.com

Tel: 212-242-9353