

VICEROY HOTEL GROUP

FOR IMMEDIATE RELEASE

VICEROY HOTEL GROUP SELECTED AS OPERATOR OF "L'ERMITAGE BEVERLY HILLS" HOTEL

Luxury Beverly Hills Property Acquired by Private Investor and to Become Newest Addition to VHG's Growing Viceroy Hotels and Resorts Brand

(LOS ANGELES, CA – January 15, 2010) Viceroy Hotel Group announced today that it has been selected as operator of the renowned Los Angeles luxury hotel, **L'Ermitage Beverly Hills**. The announcement was made by Viceroy Hotel Group (VHG) Founder & CEO, Brad Korzen.

The 119-room luxury property, managed by Raffles Hotels & Resorts since 2000 as Raffles L'Ermitage, was recently acquired by a private investor for an undisclosed sum from Fairmont Raffles Hotels International. VHG will assume management of the property today, operating it for the interim as **L'Ermitage Beverly Hills**, as part of the company's luxury Viceroy Hotel Group hotel and resort portfolio.

The company will begin a significant refurbishment of the property in the coming months, which will be phased to have minimal impact on the experience of the hotel's guests. The hotel will relaunch in late 2010 as **Viceroy Beverly Hills**, the newest addition to VHG's growing Viceroy Hotels and Resorts brand which welcomed three new hotels and resorts to its portfolio in 2009 – Viceroy Miami, Viceroy Anguilla in the Caribbean and Viceroy Snowmass in Colorado. The Viceroy

brand also includes Viceroy Santa Monica and Viceroy Palm Springs, and future Viceroy properties are currently under development, including Viceroy Abu Dhabi which debuts in 2012.

“L’Ermitage Beverly Hills is an ideal addition to our company’s expanding portfolio of luxury hotel properties,” said Korzen. “With its superb location and unrivalled reputation for excellence, the hotel is a particularly good fit for the Viceroy Hotels and Resorts brand.”

Located on a peaceful tree-lined residential avenue, L’Ermitage Beverly Hills (www.lermitagebh.com) features 119 spacious rooms and suites with the feel of a sophisticated private residence. For the past nine years, the property has received both the coveted Forbes Travel Guide (formerly Mobil) Five Star and AAA Five Diamond Awards. L’Ermitage Beverly Hills offers guests superior amenities and personalized service, with the assurance of privacy, serenity and luxury.

For more information or reservations at L’Ermitage Beverly Hills, call 877-235-7582 or visit www.lermitagebh.com. For information on Viceroy Hotel Group, visit www.viceroyhotelgroup.com.

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About Viceroy Hotel Group

Viceroy Hotel Group delivers luxury lifestyle experiences that marry provocative design and intuitive service in sought-after locations. Managing hotels under third-party agreements, Viceroy Hotel Group operates two luxury brands, Viceroy Hotels and Resorts and The Tides. Current Viceroy properties include hotels and resorts in Santa Monica, Palm Springs, Miami, Anguilla and Snowmass, Colorado, as well as forthcoming developments in Abu Dhabi, Mayakoba in Mexico’s Riviera Maya and other locations currently under consideration. The Tides collection includes resorts in South Beach, the Riviera Maya and Zihuatanejo, Mexico as well as a forthcoming development on St. Lucia in the Caribbean. The company’s Urban Retreat collection includes Avalon Hotel and Maison 140 in Beverly Hills, Chamberlain in West Hollywood and Sheraton Delfina in Santa Monica.

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