



**FOR IMMEDIATE RELEASE**

**VICEROY HOTEL GROUP LAUNCHES CUSTOM MOBILE APP**

*Viceroy Anguilla Resort to Be First to Offer Guests Services with the Touch of a Finger*

**Los Angeles, CA (June, 2011) – Viceroy Hotel Group** is excited to announce the launch of **MyViceroy**, a cutting-edge smartphone application. MyViceroy will be available at select properties, with Viceroy Anguilla being the first resort to unveil the new technology. Viceroy Hotel Group will offer all visitors a complimentary download of the app specific to the property they are visiting. As all services and amenities now become available through the wireless network, MyViceroy will change the way travelers interact with their hotels and resorts.

“The launch of MyViceroy is an exciting step for the brand,” says **Brad Korzen, CEO and Founder of Viceroy Hotel Group**. “We look forward to more direct communication with our guests and elevating our already unparalleled experience.”

The new app will provide a selection of offerings through one-touch technology to improve and expedite service. While on the property, guests can set a wake-up call, order room service, confirm resort activities, book spa services, make dinner reservations, book personal training and more. MyViceroy will also expertly guide individuals through any information that they would need to know about the island from taxis to currency exchange, to the restaurants with the best local cuisine. MyViceroy will connect guests directly with the hotel concierge and eliminate the need to travel to the front desk.

In addition to being an ultimate convenience for travelers, the resort also benefits from the app as guests can send comments directly to the staff, allowing the team to respond while visitors are still on property.

The application can be downloaded via various mobile/smartphone devices, such as iPhone, iPads and via [myviceroy.com](http://myviceroy.com). The official site for the Viceroy brand is [www.viceroyhotelsandresorts.com](http://www.viceroyhotelsandresorts.com)

[facebook.com/ViceroyAnguilla](https://www.facebook.com/ViceroyAnguilla)  
[twitter.com/ViceroyAI](https://twitter.com/ViceroyAI)

**About Viceroy Hotel Group**

[Viceroy Hotel Group](http://www.viceroyhotelgroup.com) 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](http://www.viceroyhotelsandresorts.com) 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** and **Snowmass**, Colorado with forthcoming openings in Beverly Hills (in what is currently L’Ermitage Beverly Hills), the Maldives and Sowwah Island in Abu Dhabi. [The Tides](http://www.thetides.com) 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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