

L'Ermitage Beverly Hills Named Five-Star By Forbes Travel Guide

*L'Ermitage Beverly Hills is named one of 76 Five-Star Hotels
All Winners Showcased on Forbes Travel Guide Website Startle.com*

BEVERLY HILLS, CA (February 26, 2013) — Forbes Travel Guide today unveiled its 55th annual listing of Star Award-winning hospitality establishments worldwide, and named L'Ermitage Beverly Hills as part of this list. L'Ermitage will be showcased with all of the 2013 award winners on "<http://www.Startle.com>" [Startle.com](http://www.Startle.com), the online home of Forbes Travel Guide. In addition to Forbes Travel Guide's annual list of Five- and Four-Star hotels, restaurants and spas, the company revealed its new Recommended rating category, designating well-appointed hotels, restaurants and spas that deliver enhanced service, distinct value and a strong sense of place. This rating category joins Forbes Travel Guide's Five-Star and Four-Star ratings designations, which since the company's founding in 1958 as Mobil Travel Guide, have been the gold standard for hospitality excellence.

L'Ermitage Beverly Hills is one of LA's finest luxury hotels, embodying the spirit of a sophisticated private club and a gracious urban residence. Serenely situated on a tree-lined residential street, the hotel is a short stroll from the bustle of Rodeo Drive. Renowned for its legendary elegance and uncompromised privacy — drawing discriminating clients from the world over — L'Ermitage guests enjoy quick access to the area's many cultural attractions, prime entertainment centers, shopping destinations and celebrated beach towns. Impeccable service combined with acclaimed dining and lounges, a rooftop pool retreat, an intimate spa, and spacious guest rooms featuring French doors to step-out balconies, complete this exceptional experience for which guests return often.

Sal Abaunza, general manager of L'Ermitage Beverly Hills said, "We are very pleased that Forbes Travel Guide has once again given our hotel the most prestigious Five-Star award. It is a good feeling to have our entire team's efforts recognized by these travel experts. The staff's effort, experience and dedication is the essence of a satisfying guest experience."

For more information or reservations at L'Ermitage Beverly Hills, telephone 877 235 7582 or visit www.lermitagebh.com.

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“The Forbes Travel Guide annual Star Awards represent the best in class in luxury hospitality. Travelers seeking exceptional experiences rely on our ratings to guide them to the world’s finest hotels, restaurants and spas,” said Michael Cascone, President and COO of Forbes Travel Guide. “By continuing to evolve our ratings categories, we are establishing a global benchmark for the highest standards in hospitality service and facilities.”

For a detailed explanation of how Forbes Travel Guide compiles its Star ratings, visit HYPERLINK "<http://www.startle.com/about/ratings>" www.startle.com/about/ratings

To view the complete list of 2013 Forbes Travel Guide Star Award winners, visit www.startle.com/forbes-travel-guide-star-award-winners/2013-star-award-winners

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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 Istanbul and Bodrum, Turkey. For information on Viceroy Hotel Group, visit www.viceroyhotelgroup.com

About Forbes Travel Guide and Startle.com

Forbes Travel Guide, formerly Mobil Travel Guide and originator of the prestigious Five Star ratings and certifications, has provided the travel industry’s most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. Forbes Travel Guide has a team of expert inspectors who anonymously evaluate properties against rigorous and objective standards, providing consumers the insight to make better-informed travel and leisure decisions. The information gathered from the inspectors’ visits

can be found along with content by curated hospitality experts, tastemakers, Forbes Travel Guide editors and correspondents at Startle.com, online home of Forbes Travel Guide.

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