

VICEROY HOTEL GROUP REBRANDS TIDES PROPERTIES AS VICEROY HOTELS AND RESORTS

Luxury Hotel Group Streamlines Message With Addition of Two Viceroy Properties

Los Angeles, California (February 16, 2012) Viceroy Hotel Group has announced that two of its luxury destinations, The Jalousie Plantation and Tides Zihuatanejo, will re-launch in 2012 as Viceroy Hotels and Resorts properties. Following the recent renovation and rebranding of Viceroy Riviera Maya, this exciting development will start in Zihuatanejo this month and conclude in the fall after completion of renovations at Sugar Beach.

A leader in luxury hospitality, Viceroy Hotel Group is focused on creating memorable experiences for their loyal and discerning customers. With the growth of Viceroy Hotel Group in markets such as Abu Dhabi, Turkey and the Maldives, the transition of the properties from Tides to Viceroy is a natural progression recognizing the evolving strength of the Viceroy brand. Intuitive service, inspiring design, innovative culinary experiences and holistic wellness initiatives are the hallmarks of the brand. With Sugar Beach and Zihuatanejo joining its luxury portfolio, Viceroy Hotels and Resorts is poised to expand and strengthen its message.

"Converting the remaining Tides properties into Viceroy is an exciting step for our company," remarks **Nicholas Clayton, President of Viceroy Hotel Group**. "2012 is important for expansion and renovations, as well as remaining true to the core of our brand by continuing to focus on creating the signature Viceroy experience."

Viceroy Hotel Group looks forward to a progressive year for the portfolio, with Sugar Beach and Zihuatanejo being an integral part of the international development. The hotel group's recently announced global expansion includes hotels in Bodrum, Turkey and the takeover of Yas Viceroy in Abu Dhabi, all of which have helped further the company's position in the luxury hospitality world. Viceroy Hotel Group is incredibly pleased to elevate the portfolio with the recent renovations at the properties and will continue to provide guests with the unparalleled level of service for which Viceroy Hotels and Resorts are renowned.

About Viceroy Hotel Group

<u>Viceroy Hotel Group</u> 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**, **Miami**, **New York**, **Palm Springs**, **Riviera Maya**, **Santa Monica**, **Snowmass**, **St. Lucia** and **Zihuatanejo** with forthcoming openings in the Maldives and Bodrum, Turkey.

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