

VICEROY HOTEL GROUP

VICEROY HOTEL GROUP IDENTIFIES 2012 AS AN EXCITING YEAR OF EXPANSION AND REBRANDING

*Luxury Hotel Group Reopens Viceroy Riviera Maya After Extensive Renovations and
Introduces Brand Change for the Property*

(Winter, 2012) LOS ANGELES, CA – **Viceroy Hotel Group** announces plans for significant brand development, including unique new properties and impressive renovations throughout 2012. Marking the launch of 2012, Tides Riviera Maya has completed extensive property renovations and rebranded as Viceroy Riviera Maya. The newly enhanced resort is only the beginning of Viceroy Hotel Group's many new renovation projects and international developments including locations in the Maldives, Istanbul and Bodrum, Turkey.

A leader in the world of hospitality, Viceroy Hotels and Resorts has focused on creating universal standards for their loyal and discerning customers, creating signature amenities, extraordinary wellness offerings, unique dining experiences and sophisticated design. Managing a dynamic portfolio of luxury properties that are set in vibrant urban destinations such as Miami, Palm Springs, Beverly Hills and Santa Monica, additionally the management group offers spectacular resort locations including the new Viceroy Riviera Maya, an intimate and serene hideaway retreat situated on six acres of Playa Del Carmen. In addition to this tranquil Mexican location, Viceroy Hotels and Resorts recently completed impressive renovations at Viceroy Anguilla, an exclusive 25 acre Caribbean property, which included expansion of the wellness and fitness amenities as well as the addition of a stunning cliff-top sun deck.

"We are looking forward to a successful and progressive year for Viceroy Hotel Group, including international expansion as well as unique enhancements of our existing properties" remarks **Nicholas Clayton, President of Viceroy Hotel Group**. "By adding the Riviera Maya property to our luxury Viceroy portfolio we are streamlining our brand message, which focuses on intuitive service, inspiring design, innovative culinary experiences and holistic wellness programs."

With plans to not only enhance existing properties, but also introduce the brand in top destinations across the globe, Viceroy Hotel Group will add three new hotels to their management portfolio between 2012 and 2014: the Viceroy Maldives, and Viceroy Bodrum and Viceroy Istanbul in Turkey. These properties will take the Group's brand concepts to new heights with a team of world-class architects, designers and leading industry professionals.

For more information about each individual hotel, please visit
<http://www.viceroyhotelsandresorts.com>.

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. The current portfolio of managed properties includes two luxury brands, Viceroy and The Tides. [Viceroy Hotels & Resorts](#) 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, Snowmass**, Colorado, Riviera Maya, Mexico and Yas Island in **Abu Dhabi** with forthcoming openings in Beverly Hills (in what is currently L'Ermitage Beverly Hills), the Maldives and Bodrum, Turkey. [The Tides](#) 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 resorts in Mexico's **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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