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**HOTEL ZEPPELIN, OPENING IN SPRING 2016, CELEBRATES SF COUNTER CULTURE
WITH MISCHIEVOUS APPROACH TO DESIGN**

SAN FRANCISCO (January 13, 2016) – Viceroy Hotel Group announces the launch of Hotel Zeppelin San Francisco, a progressive hideaway that reflects the heart and soul of the City by the Bay. Set in an historic building, two blocks from Union Square, Hotel Zeppelin rebelliously celebrates San Francisco's tradition of counter culture with a mischievous approach to design. An unorthodox regeneration is underway, with Hotel Zeppelin's opening scheduled for Spring 2016.

Acquired as the former Prescott Hotel in early 2015 by Pebblebrook Hotel Trust (NYSE:PEB), the property is managed by Viceroy Hotel Group, now their second San Francisco establishment in just three years, following Hotel Zetta's widely acknowledged success. Hotel Zeppelin will deliver a provocative style that fosters innovation, collaboration and an inspired experience unlike anything offered in San Francisco.

Dawson Design Associates, the same award winning firm that brought Hotel Zetta to life, has forged a bold new vision for Hotel Zeppelin. They have constructed a seductive experience inspired by the SF artists, writers, poets, and musicians who broke the rules and changed the world. While the hotel is socially vivid, luxury guestrooms and suites offer a contemporary respite.

"Hotel Zeppelin reflects the creative, rebellious and sometimes subversive spirit that is the vanguard of our guests," said Antonio Flores, General Manager of Hotel Zeppelin. "It will become a destination that attracts industry leaders, standout cultural tastemakers, and the disrupters who are defining the future."

Syncing with the bustling heartbeat of San Francisco, Hotel Zeppelin will be incorporating a café curated by Bulldog Coffee for guests and locals alike. Zeppelin Café will serve Bay Area favorites including Sightglass Coffee, Dynamo Donuts, and provisions from Jane.

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About Hotel Zeppelin: Set in an historic San Francisco building steps from renowned Union Square, Hotel Zeppelin celebrates the city's progressive mindset and transforms it into a living story with a revolutionary attitude. Designed as a contemporary reflection of San

Francisco's counterculture tradition, Hotel Zeppelin is rebelliously interactive with an engaging style that fosters exploration, innovation and collaboration. There are 196 impeccably furnished guest rooms including 20 suites. Amenities include 3,000 square feet of meeting and event space, a game lounge and a café. Hotel Zeppelin is located at 545 Post St in San Francisco, CA. For reservations, please call 415-563-0303 or visit the hotel's web site at www.hotelzeppelin.com. Follow Hotel Zeppelin on Facebook, Instagram and Twitter: @HotelZeppelin

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, Miami, New York, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Algarve, Cartagena, Chicago and Dubai. For more information, visit www.viceroyhotelsandresorts.com.

About Pebblebrook Hotel Trust: Pebblebrook Hotel Trust (NYSE:PEB) is a publicly traded real estate investment trust ("REIT") organized to opportunistically acquire and invest primarily in upper upscale, full-service hotels located in urban markets in major gateway cities. The Company owns 37 hotels, including 31 wholly owned hotels with a total of 7,408 guest rooms and a 49% joint venture interest in six hotels with a total of 1,733 guest rooms.

About Dawson Design Associates, Inc.: Established in Seattle, Washington in 1987 by Andrea Dawson Sheehan, Dawson Design Associates is a full-service interior design and interior architecture firm specializing in renovations, repositionings and new construction in the hospitality industry. DDA's mission is to design hotels that are recognized for their creative and distinctive styles and proven by their success and profitability. The firm is consistently ranked amongst the top design firms in the world and maintains a constantly growing list of awards and international press. For additional information, please visit www.dawsondesignassociates.com.