

FOR IMMEDIATE RELEASE

VICEROY

L'ERMITAGE • BEVERLY HILLS

REIMAGINING AN ICON: INTRODUCING VICEROY L'ERMITAGE BEVERLY HILLS *Viceroy Hotel Group Officially Rebrands Former L'Ermitage Beverly Hills Under Viceroy Flag*

BEVERLY HILLS, CA (March 31, 2016) – Viceroy Hotel Group (VHG) today announced the arrival of Viceroy L'Ermitage Beverly Hills. After a ten-month transformation, the city's icon of sophistication has been reinvented with unabashed individuality and substance.

Award-winning interior design team Smith/Firestone Associates (SFA Design) was hand-selected by VHG to transform the former L'Ermitage Beverly Hills into a proud Viceroy, unveiling 116 meticulously redesigned suites, a fully reimagined arrival experience, revitalized meeting spaces, and the addition of adjacent contemporary French bistro, Avec Nous.

“We are thrilled to bring the Viceroy vibe to Beverly Hills,” said Bill Walshe, CEO. “I could not be prouder to work alongside dedicated colleagues and partners to unveil this extraordinary modern icon that is the pride of Beverly Hills and refreshingly Viceroy.”

With the modern luxury guest in mind, SFA set out to enliven the sophisticated residential hideaway. “We combined specific colors, textures and curated artwork to deliver the perfect synthesis of the hotel you always wanted to stay in, the home you always wanted to live in and the space that you love to entertain in,” explained Kara Smith, Principal at SFA Design. “Our intent was to deliver a truly unique experience for the clientele of the Viceroy L'Ermitage Beverly Hills - one which encapsulated not only the personalities of the guests and the iconic status of the hotel but also of the Viceroy brand itself.”

The reimagined arrival experience appeals to the residential traveler, immediately enveloping guests with the sense of privacy and comfort felt in their own homes. Artwork creates sensation throughout the lobby and neighboring lounge: the front desk doubles as an art piece featuring textured white gold leaf and a custom cast glass top, while decorative bronze glass architectural paneling, white marble floors and reflective ceilings add sophistication, warmth and discretion.

Starting at 650 square-feet, the all-suite Viceroy L'Ermitage Beverly Hills offers the largest guestrooms in Beverly Hills. Draped in tranquil hues and accented by provocative shades of greys and purples, each suite boasts Venetian cut-glass mirrors, white onyx marble details and bespoke artwork. Glamorous runway-like dressing rooms complete with vanity area appeal to the Hollywood elite, featuring spacious closets, an oversized 3-way mirror, ample seating and a makeup mirror with tailored indoor, outdoor and evening lighting. Top-of-the-line amenities include expansive seating for entertaining or lounging, a spacious desk, bedside USB ports and plugs strategically placed for stress-free connectivity, a Nespresso machine and custom mini-bars featuring top-shelf offerings from Sugarfina, Compartes, Herban Essentials, Dean & DeLuca and more.

Residential suites include the Icon, Royal and Presidential (spanning from 1,200 – 4,400 square-feet), and are carefully curated for the modern traveler seeking the conveniences of home. Each residential suite features a sleek kitchenette, powder room, warm fireplaces, modern entertaining and dining spaces and multiple walkout

balconies. Appointed with the most exclusive touches, Viceroy L'Ermitage Beverly Hills' Presidential suite is equipped with five French door balconies featuring sweeping city views, lavish living room with one-of-a-kind crystal lighting fixtures, full kitchen and dining room for intimate entertaining, screening room with plush chaise lounges, study/library complete with fireplace and chess table, and private spa treatment room.

Earlier this month, VHG introduced the community to Avec Nous, the contemporary French bistro adjacent to Viceroy L'Ermitage Beverly Hills. Avec Nous features executive chef Olivier Quignon's modern French and Mediterranean dishes, a world-class wine program, tableside programming and handcrafted classic cocktails.

Later this year, the hotel plans to unveil its "in-residence" series featuring programming from celebrated tastemakers.

Promotional rates in April range from \$479 - \$1,500 per suite per night. For more information and to make a reservation, contact (310) 278-3344 or visit <http://www.viceroyhotelsandresorts.com/beverlyhills>.

#

MEDIA CONTACT

LFB Media Group

Contact: Erin Brunner | Crystal Ramirez

Email: EBrunner@LFBMediaGroup.com | Crystal@LFBMediaGroup.com

Phone: (646) 455-0042

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. Viceroy Hotel Group is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members, at over 550 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy Hotel Group at facebook.com/viceroyhotelgroup and on Instagram [@viceroyhotels](https://instagram.com/viceroyhotels).