

FOR IMMEDIATE RELEASE



VICEROY HOTEL GROUP ANNOUNCES EUROPEAN DEBUT

International Hotel Group Will Open Viceroy Algarve at Quinta Da Ombria, Portugal in 2017

ALGARVE, PORTUGAL (Nov. 12, 2014) – Viceroy Hotel Group announced today its long-anticipated entry into Europe with the launch of Viceroy Algarve at Quinta da Ombria, set to debut in 2017. Upon completion, the luxury destination property will offer distinguished jetsetters and thrill-seekers an exclusive coastal enclave in one of Europe's most seductive locales.

Never one to play coy, Viceroy Hotel Group will use the hotel and residential property, situated amongst centuries-old villages, to create a boldly immersive and unforgettable experience that merges a traditional Algarve feel with a modern, and distinctly Viceroy, vibe.

Boasting 147 stylishly-curated hotel guestrooms in addition to 99 Viceroy-branded residential units available as apartments, villas and townhouses, Viceroy Algarve will reflect the vision of world-renowned architectural design firm WATG, whose classic villa aesthetic will be delicately juxtaposed with Wimberly Interior's sleek, modern décor.

Playing off a backdrop of neighboring centuries-old villages, the property will offer easy access to the region's exquisite beaches and will feature seven innovative dining venues ranging from casual to elegant from world-class chefs, two expansive outdoor swimming pools, an 18 hole golf course and designated golf clubhouse, an exclusive spa with ten treatment rooms and reflexology path, a state-of-the-art fitness center, children's center with various indoor and outdoor play areas, a library lounge, and over 6,000 square feet of cross-functional event and meeting space. Complete with top-tier amenities, the resort will bring an unparalleled travel experience to Europe.

"We are truly delighted to bring Viceroy's ethos, ideology, and vibe to Europe," commented Viceroy CEO, Bill Walshe. "Authenticity, individuality and a sense of place are critical components in our commitment to create life-long memories for our guests, rewarding careers for our colleagues, and a positive legacy for the community of Quinta da Ombria."

Ville Tallbacka, CEO Quinta da Ombria, comments that "Viceroy at Quinta da Ombria will be a new and unrivaled concept in the Algarve that will take advantage of its natural, un-spoilt surroundings and beauty - a haven of peace whilst offering a great number of activities for all age groups. Viceroy's impeccable track record and ability to produce highly individual, luxury properties was decisive to appoint Viceroy Hotels & Resorts to manage the operation."

Since its inception in 1999, Viceroy Hotel Group continues to deliver highly sought-after luxury hotels and resorts, conceptualizing a separate, unexpected and sophisticated design philosophy for each individual property. The reputed brand is known to execute inventive culinary experiences with critically acclaimed menus by celebrated chefs, as well as sumptuous spas with unique and memorable treatments. Additionally, the brand garnered a distinct reputation of excellence among trendsetters and discerning travelers throughout each of the 16 destinations within its ever-expanding portfolio.

###

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 Bodrum, Turkey, and Dubai. For more information, visit www.ViceroyHotelGroup.com.

#

About Quinta da Ombria

Quinta da Ombria is a major development project of Pontos Group in the very popular Algarve region, Portugal. Project is in development phase.

Quinta da Ombria Resort enjoys an excellent location in the Algarve and is easily accessible, and well-connected by road and air. There are direct flights to major European and global cities from Faro and Lisbon International airports. The site comprises over 153 hectares in the hills of the inland Algarve and benefits from an interesting topography and a rivers running through the site. The site is within easy distance of the charming market town of Loulé and 20 minutes from beaches.

The Resort will lie within a two-hour drive of Lisbon and approximately 25 minutes from Faro Airport which is capable of handling six million passengers a year.

The site is well-located with regard to the national and regional road network with the A22 less than 10 minutes' drive away. A22 connects to the A2 road to Lisbon and stretches east to the border with Spain and beyond this to Huelva and two and half-hour drive from Seville. For more information, visit www.quintadaombria.pt

Media Inquiries:

US PR Contact:

LFB Media Group | 646-455-0042

Sarah Uibel | Crystal Ramirez

Sarah@LFBMediaGroup.com | CRamirez@LFBMediaGroup.com

UAE PR Contact:

PRCo FZ LLC | +971 (0)4 446 2433

Jonathan Rivlin

jrivlin@prco.com