

VICEROY HOTEL GROUP

For Immediate Release

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KOR HOTEL GROUP CHANGES NAME TO VICEROY HOTEL GROUP

- New Identity Capitalizes on Growth and Recognition of the Hotel Management Company's Best-Known Brand -

October 5, 2009 (Los Angeles, CA) – **Kor Hotel Group** has announced it is changing its name to [Viceroy Hotel Group](#). The new identity reflects the decade-long growth and evolution of the hotel management company, as well as the success that has resulted for its Viceroy brand since the debut of its flagship property in Santa Monica in 2002.

"The timing is ideal to underscore the success and growth of our flagship Viceroy brand, in the same year that three new Viceroy's debut in Miami, Anguilla and Snowmass," said **Brad Korzen, Chief Executive Officer of Kor and now Viceroy Hotel Group**. "While the name change is a significant evolution for us, the Company's focus on brand growth and standards of excellence will remain unchanged."

Viceroy Hotel Group will continue to seek premier hotel and resort opportunities around the world, based upon uncompromising standards for location and guest appeal. Viceroy Hotel Group will function as an umbrella company for the sister hotel brands that formerly fell under Kor, **Viceroy Hotels & Resorts, The Tides** and **Urban Retreats**.

The [Viceroy](#) brand exemplifies a passion for visionary design and intuitive 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 and Snowmass, Colorado; with forthcoming openings in Mayakoba in Mexico's Riviera Maya and Sowwah Island in Abu Dhabi. The Middle Eastern Viceroy flagship is slated to debut in 2013 in the core of Abu Dhabi's new Central Business District as a deluxe business hotel comprising up to 250 hotel guest rooms and suites, as well as branded residences.

[The Tides](#) collection of resorts offers “chic-by-the-shore” settings that invite guests to unwind and reconnect. Each Tides destination offers culturally inspired leisure and wellness experiences delivered with style, spirit and intuitive service. The Tides portfolio currently includes resorts in Miami’s sizzling South Beach and Mexico’s Riviera Maya and Zihuatanejo, as well as a development on the horizon on St. Lucia in the Lesser Antilles.

Viceroy Hotel Group’s **Urban Retreats** are a collection of individual boutique hotels that each offer a unique experience and currently include the Avalon Hotel and Maison 140 in Beverly Hills and Chamberlain in West Hollywood. Other global locations for Urban Retreats are under consideration.

The Viceroy Hotel Group name change follows the 2008 partnership with Abu Dhabi’s Mubadala Development Company, whose continued strategic support is facilitating the growth of Viceroy Hotel Group on a global level.

For further information on Viceroy Hotel Group, please contact representatives at the numbers listed above.

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