Viceroy Hotel Group Announces brand expansion on Santiago Island in Cape Verde, West Africa

International Hotel Group to Open Viceroy Cape Verde in 2017

(Los Angeles, CA – March, 2013) **Viceroy Hotel Group** adds to its growing roster of international properties with the opening of Viceroy Cape Verde in 2017, part of the Sambala community on Santiago Island.

Viceroy Cape Verde will boast 150 rooms, 3 restaurants, a children's club and extensive state-of-the-art water sports center. The property will offer guests and residents a chance to experience the natural beauty of Santiago Island in Africa's flourishing tropical tourism market.

While Viceroy Cape Verde is in the early stages of planning, the hotel group has been engaged by the developer of the residential component, Sambala Village, to create a cohesive brand vision in preparation for the subsequent resort arrival. Scheduled to open in Late 2013, Sambala Village, a full-service island residence, will mark the first development of its kind in Europe's oldest tropical settlement. Situated on unspoiled territory and surrounded by pristine beaches, this island destination will feature residential offering, restaurants and multiple amenities all ideally positioned on a bluff overlooking São Francisco Bay.

The development, situated on over 12 square kilometres, is conveniently located just minutes from Santiago's capital city, Praia. The island's rich heritage offers a unique mixture of traditions and cultures, and is famous for its vibrant flora and fauna species. A thrill-seekers dream, the island offers world class SCUBA diving, big-game fishing, water sports, bird watching, paragliding, and various other activities. The majestic interior of the surrounding verdant mountains are lined by a range of public and private white sand and volcanic rock beaches. The area caters to an elite lifestyle, as it is Europe's closest tropical island destination.

"We are thrilled to expand our portfolio of international properties as well as lend our hospitality expertise to the development of The Sambala Community, Cape Verde" remarks **Bill Walshe**, **CEO of Viceroy Hotel Group**. "Creating a holistic plan for the residences and resort will underscore the hallmarks of Viceroy's exceptional service in this exclusive destination."

"Working with Viceroy Hotel Group on The Sambala Community elevates the project by leveraging the brand's reputation for unparalleled luxury hospitality," says **Jonathan Grepne, Chairman of Sambala Investimentos, the developer of the island resort**. "We look forward to Viceroy Hotel Group providing leadership and building the vision of this exciting project.'

As the regal name suggests, Viceroy Hotel Group embodies the essence of style and service and caters to guests seeking high-end service, elegance and glamour. Founded on the principles of quality and creativity, the Viceroy team is committed to redefining the traditional concept of luxury hospitality through inspiring design presence, impeccable

service, innovative culinary experiences and holistic wellness programs that boast an unparalleled experience for every guest.

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 **New York**, **Istanbul** and **Bodrum, Turkey**.

###

Media Inquiries:
Carran Gannaway / Maggie Porges
LaForce + Stevens
212-242-9353
viceroypress@lsagency.com