**VICEROY ANGUILLA ENHANCES GUEST EXPERIENCE WITH NEW DEVELOPMENTS**
***Improvements at the Luxury Caribbean Resort Include***
***New Renovations, Wellness Offerings and Family Friendly Activities***

Anguilla (November 1, 2011) – Viceroy Anguilla is thrilled to announce big changes at the luxurious 35 acre Caribbean property this fall which will add fun and family experiences to its extraordinary beauty and elegant design. In addition to strategic renovations of the fitness and wellness center, upgrades to the pool deck and landscaping, the property is also growing their already successful Kid's Club.

Renovations to the resort benefit all aspects of Viceroy Anguilla, ranging from beautifying the public spaces to improving the family-friendly facilities. The resort is excited to reveal the expansion of the wellness and fitness amenities which include the addition of a new basketball court, rock climbing wall, volleyball/badminton court, croquet court, bocce ball surface, putting green and new tennis pavilion, which features an athletic focused retail shop. Guests will now be able to shop premier active wear and equipment before hitting the newly renovated athletic spaces. The shop will also feature state of the art racquet stringing equipment with full time Pro support and services in partnership with the Anguillan Tennis Academy. The tennis pavilion will also feature an outdoor gathering area for socializing before and after competitive matches. The rock climbing wall will feature adult and kids classes taught throughout the year in addition to a special program by world-class pro-climber Kevin Jorgeson over Festive season. Families with younger children will enjoy the upgraded Kid's Club, which features a sand play area, climbing sculptures and a water feature play park.

The property has added a stunning cliff-top deck offering views off of the Sunset Lounge and pool; the deck provides a breathtaking backdrop for lounging on new day beds and chaises during daylight hours, with private dining and events offered at night. In addition to the deck, the cabanas at the Aleta pool are newly revamped with all the amenities expected at a luxury resort.

Guests at Viceroy Anguilla will also notice enhancements in the appearance of the grounds with the addition of water and fire features to the resort's main entrance, as well as the new indigenous and exotic plants placed throughout the property, offering splashes of color.

"We're thrilled to be debuting such a multi-faceted enhancement project at Viceroy Anguilla," says the property's General Manager, Jeff David. "We know how important it is to stay ahead of the curve in the hospitality industry, and our strategic enhancements and upgrades to the grounds will provide our guests with the ultimate luxury experience."

For additional information, please visit http://www.viceroyhotelsandresorts.com/anguilla/

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**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. The current portfolio of managed properties includes two luxury brands, Viceroy and The Tides. Viceroy Hotels & Resorts exemplify a passion for authentic, visionary design and personalized 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**, **Snowmass**, Colorado and Yas Island in Abu Dhabi with forthcoming openings in Beverly Hills (in what is currently L'Ermitage Beverly Hills), the Maldives and Bodrum, Turkey. The Tides brand offers chic beachfront backdrops that inspire reconnection through cultural experiences delivered with style and spirit. Every Tides destination interprets indigenous cultural elements, expressed in each property's décor, cuisine, and spa. The Tides collection includes hotels and resorts in Miami's **South Beach**, Mexico's **Riviera Maya** and **Zihuatanejo**, as well as upcoming developments on **St. Lucia** in the Caribbean, which is currently operating as Jalousie Plantation. The Urban Retreat Collection includes **Avalon Hotel** in Beverly Hills, **Maison 140** in Beverly Hills, and **Sheraton Delfina** in Santa Monica.

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