Viceroy Hotel Group Selected as Management Company for
New Bebeköy Development in Istanbul, Turkey

International Hotel Group to Manage Luxury Development in Turkey's Fastest Growing Tourism Market

(April 30, 2012) Viceroy Hotel Group announces that it has been selected as the operator of the new Bebeköy development in Istanbul, Turkey. Viceroy Istanbul, a luxury urban resort featuring both five-star hotel and long-term residences, is scheduled to open in winter 2012 and will mark Viceroy Hotel Group's first European property, and second hotel project in Turkey after the Viceroy Bodrum which is currently under development and slated to open in 2014.

Spread across ten separate buildings and over 16 acres of land, offering 58 guest accommodations, Viceroy Istanbul will boast spectacular panoramic views of the Bosphorus, the strait that forms part of the boundary between Europe and Asia, and direct access to a tranquil outdoor garden and forest area. The property will offer guests and residents luxury services including a casual and signature restaurant, banquet and meeting facilities, an outdoor art gallery, and a state-of-the-art full service fitness center and spa

The property, which dates back to the Ottomon Empire, will occupy the last large plot of undeveloped land in Bebeköy. Uniquely located in one of the most high-end districts of the city with easy access to the entertainment and business hubs, Viceroy Istanbul is a mere two minute drive from Bebek, famous for its marina on the Bosphorus, waterfront upmarket cafes, restaurants and shops, as well as ten minutes from Kanyon Shopping Center. The area caters to an elite urban lifestyle as it is rich in history, culture, architecture and art, offering an impressive selection of fine museums and galleries.

"We are excited to expand our portfolio into one of the most influential and sought after tourist destinations in the world" says **Anton Bawab, Regional President of Viceroy Hotel Group**. "Viceroy Istanbul will not only add to the Hotel Group's rapidly increasing international presence but will exemplify the same authentic, visionary design and superior personalized service that is represented in our other properties and has become signature to Viceroy Hotels & Resorts."

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. 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, Bodrum and Istanbul which are both in 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 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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