VICEROY HOTEL GROUP INTRODUCES VICEROY NEW YORK

International Hotel Group Arrives in Manhattan with Midtown Property

(Los Angeles, CA – January, 2013) The next generation of New York luxury hospitality has arrived with the announcement of Viceroy New York. Uniting the hottest names in hotel development, architecture, design and cuisine, Viceroy New York will become a haven for those travelers coming to the city seeking a new expression of individuality coupled with a new interpretation of modernity. Feeding off the vibrancy of the city that never sleeps, this newly built hotel will represent the zeitgeist of New York travel.

Breaking the mold of midtown properties, Viceroy New York has the feel of a downtown hotel with the sophistication of its uptown counterparts. The sought-after design team of Roman and Williams articulates Viceroy's aesthetic in the facade and interiors of the hotel. Bespoke interiors feature a provocative hybrid of fine-crafted metal details with classic woodwork. The striking double-height lobby, glamorous public spaces and guest room accommodations will feature a transformative décor that incorporates the city's lifeblood through the strong, timeless, tailored style. Boasting 240 luxury guestrooms, many of which will have an inspirational view of Central Park, the hotel's innovative design features will stand out for those looking for inventive accommodations in a luxury locale.

Viceroy New York will debut in one of the best locations in Manhattan; the fusion of business and leisure on West 57th Street between 6th and 7th Avenues. The Roman and Williams-designed façade of the hotel stands apart from its traditional neighbors with a distinctive appearance that creatively blends classic modern elements with bold, traditional rhythms in a disciplined grid of black brick and steel. Currently in development by Ark Partners, this game-changing hotel will debut in September 2013.

"The New York market has been waiting for the Viceroy name for some time, and we have wanted to be there" commented **Bill Walshe, CEO** of **Viceroy Hotel Group**. "Our first Viceroy branded hotel in the city has to be exceptional, and this development is quite simply perfect. This is a hotel that will stand apart from its competitors; it will be incredible".

In discussing this decision, Ark's Chairman, Brad Reiss noted that "Our vision for this project was to deliver a luxury hospitality product in an iconic building, embodying the Golden Era of New York in an incomparable and irreplaceable location. We believe the Viceroy brand, which embodies innovative design and superior guest service, will bring a hotel experience highly desired in New York City."

Viceroy New York's amenities and culinary program will pulsate throughout the 29 stories, featuring a paramount rooftop food and beverage venue in addition to an unparalleled signature restaurant located off the lobby and fronting 57th Street. An exciting culinary partnership will be announced in the coming weeks rivaling anything currently on offer in New York City, and setting the standard for quality dining and exceptional service in a buzzing, vibrant atmosphere.

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 **Istanbul** and **Bodrum, Turkey**.

About Ark Investment Partners
Headed by Chairman Brad M. Reiss and President John Yoon, New York City-based Ark Partners is a real estate investment company founded in 2002. Ark engages in the acquisition, ownership, development, repositioning and asset management of a broad range of real estate in various national and international markets. In addition to 120 West 57th Street, Ark also owns the Shoreham, Mansfield and Franklin hotels in Manhattan, The Embassy Row Hotel in Washington, DC and Tryp Quebec Hotel Pur in Quebec City , Canada.

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