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Media Contacts:

Baltz & Company for Kimpton

Chloe Mata Crane / 212-982-8300 x 104 / cmcrane@baltzco.com

Marliese Engel Traver / 212-982-8300 x112 / mtraver@baltzco.com

Kimpton Hotels & Restaurants

Stacey Ellis / 415-955-5492 / stacey.ellis@kimptongroup.com

Stephanie Luttringhaus / 415-955-5487 / stephanie.luttringhaus@kimptongroup.com

KIMPTON HOTELS & RESTAURANTS CELEBRATES THE BIG 3-0!

Boutique Hotel Company Celebrates Three Decades of Pioneering Boutique Hospitality with a Nationwide Birthday Party, 30 Free Getaways and More

SAN FRANCISCO, March 28, 2011 – On April 1, 2011, Kimpton Hotels & Restaurants will blow out the candles on a brightly-lit birthday cake to celebrate its big 3-0, marking a milestone anniversary for the boutique hotel concept in the U.S. When founder Bill Kimpton opened the first hotel in San Francisco in 1981, a new standard of hospitality was introduced to travelers, defined by highly personalized service and distinctive design. Over the course of 30 years, Kimpton has created millions of memorable moments, from offering wine hour wii tournaments to challenging guests to hula hoop at check-in, and pioneered new principals for hospitality, from welcoming and pampering pets of all shapes and sizes to becoming the first hotel company to bring sustainability to a company-wide focus.

In 2011, Kimpton celebrates three decades of flavor and fun at 51 hotels and 52 chef-driven restaurants in 24 cities across the country and continues to achieve top customer satisfaction rankings from the Market Metrix Hospitality Index, outscoring luxury competitors.

To celebrate 30 years of hospitality with personality, Kimpton is offering special birthday-themed events, perks and promotions, including:

- **Birthday Cheers!** On April 1, Kimpton will extend its signature wine hour for a two hour celebration in which guests can enjoy complimentary cupcakes and special wine selections such as Kimpton Cuvee or a Bill Kimpton favorite - Chianti.
- **“WRITE Here, RIGHT Now” Birthday Contest:** Beginning April 1, Kimpton invites fans to tell their favorite birthday story by submitting a poem, haiku, sonnet, or funny rhyme, along with a picture to illustrate the birthday memory for a chance to win a one-night getaway at any Kimpton hotel. The 30 winning submissions, as selected by Facebook fan votes and a panel of judges, will win a night on Kimpton. To find out more about the contest and how to enter visit: www.Facebook.com/Kimpton.
- **Birthday Spa Bonus:** Kimpton wants to pamper patrons for its birthday by adding 30 free minutes to a 50 minute in-room massage booked throughout the month of April. Guests must mention the code “30th Birthday” when booking.
- **KimptonStyle Savings:** To encourage travelers to enjoy life with KimptonStyle, from April 1 – 14, 2011 all purchases made on KimptonStyle.com will include a 30 percent discount. No promotional code is required.

“Kimpton’s distinct blend of fun and style is as alive today as it was when Bill Kimpton was welcoming guests into our hotels in the 1980s,” said Niki Leondakis, president and chief operating officer at Kimpton Hotels & Restaurants. “With our first Kimpton hotel, Bill’s vision has paved the way for what has become the industry’s most dynamic segment.”

To see complete contest details, terms and conditions for Kimpton’s “WRITE Here, RIGHT Now” 30th birthday contest visit: www.Facebook.com/Kimpton. To learn more about Kimpton Hotels & Restaurants, visit www.KimptonHotels.com, www.lifeissuite.com, and www.Twitter.com/Kimpton.

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ABOUT KIMPTON HOTELS & RESTAURANTS

San Francisco-based Kimpton Hotels & Restaurants, a collection of boutique hotels and chef-driven restaurants in the US, is an acknowledged industry pioneer and was the first to bring the boutique hotel concept to America. Celebrating its 30th anniversary in 2011, Bill Kimpton founded the company in 1981 and today it is well-known for making travelers feel welcomed and comfortable while away from home through intuitive and unscripted customer care, stylish ambience and having a certain playfulness in its approach to programs and amenities. Adjacent to the hotels are locally-loved, top-rated, destination Kimpton restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare program that spans all hotels and restaurants. Market Metrix, a recognized authority and leader in feedback solutions, consistently ranks Kimpton above other hotel companies in luxury and upper upscale segments for customer satisfaction. Privately held Kimpton operates 51 hotels and 52 restaurants in 24 cities. For more information visit www.KimptonHotels.com or call 1-800-KIMPTON.

ABOUT THE WRITE HERE, RIGHT NOW FACEBOOK CONTEST:

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINING. Kimpton WRITE here, RIGHT now Facebook Contest will begin 12:00 a.m. Pacific Daylight Time (“PDT”) on April 1, 2011 and will end at 11:59 p.m PDT. on April 30, 2011. Open to all legal residents of the 50 United States and the District of Columbia who are 21 years old or older at the

time of entry, except residents of the Rhode Island (who are not eligible to participate). Submissions are open to public voting throughout the contest period. Those submissions with the highest fan votes will be viewed by a panel of judges, whereby 30 submissions will be selected to win a one-night stay at any Kimpton hotel. Winners will be announced on May 10, 2011.