



## NEWS RELEASE

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### **Kimpton Hotels & Restaurants Launch New EarthCare Press Kit Online** *Eco Kit Highlights Brand's Initiatives and Ongoing Commitment to the Environment*

SAN FRANCISCO, March 28, 2007— In the spirit of Earth Day, Kimpton Hotels & Restaurants has created a new online EarthCare press kit, a paperless resource highlighting their long-standing commitment to supporting a sustainable world at [www.KimptonHotels.com](http://www.KimptonHotels.com). The easy-to-use tool directs visitors to the newest developments in eco-friendly products, practices and services at the leading boutique hotel and restaurant company.

The user-friendly EarthCare Press Kit provides a comprehensive guide to Kimpton's environmentally-sound policies and procedures, including:

- **Green Partners:** From suppliers providing organically-grown coffee and organic mini bar goods to soy ink for printing on recycled paper, Kimpton works with a long list of likeminded partners who share their commitment to EarthCare.
- **Eco Champions:** Every Kimpton hotel has a dedicated Eco Champion to oversee and support the implementation of eco-friendly practices at the individual hotels. From Eco Concierges providing tips on Earth friendly activities to chefs who garden on premise, Kimpton's Eco Champions ensure easy green implementation and education.
- **Trust for Public Land Partnership:** Kimpton and non-profit partner Trust for Public Land join efforts in dedicated fundraising events and consumer discounts to build awareness and funds for the organization's Parks For People campaign.
- **Hybrid Packages and Incentives:** Across the country, Kimpton offers incentives and savings to its guests arriving in hybrid vehicles.

- **Eco Awards & Certifications:** Various third party organizations have provided Kimpton and its hotels with awards and certifications recognizing the brand's EarthCare program.

"Since our founding in 1981, Kimpton has been committed to supporting a sustainable world," says President & CEO Mike Depatie. "This deep commitment has always been a guiding principle which lead to the launch of our EarthCare program. Through this comprehensive initiative, we now incorporate over 40 eco-friendly products and practices nationwide, and are researching and implementing more every day."

Kimpton's commitment to social responsibility extends to both local and national activities and partnerships throughout the year. In addition to year-round support of Trust for Public Land, Kimpton partners with Dress for Success and hosts a nationwide annual Red Ribbon campaign, creating fundraising and awareness-building events to support these organizations. All efforts are a part of KimptonCares, a brand-wide initiative reflecting the company's commitment to making a positive social and environmental difference in their community.

#### **ABOUT KIMPTON**

San Francisco-based Kimpton Hotels & Restaurants is the first and leading collection of boutique hotels throughout the United States and Canada. Founded by Bill Kimpton in 1981, privately held Kimpton Hotels offers services and design elements focused on care, comfort, style, flavor and fun. Every Kimpton hotel reflects the energy, personality and pulse of its location, history and architectural style. Each property features personalized guest services, comforting in-room amenities, specialty rooms and suites, and provides a range of exciting culinary experiences through affiliated top-rated destination chef-driven restaurants. Kimpton takes pride in its commitment to social responsibility and leads the hospitality industry in ecological practices through its innovative EarthCare programs. In addition, Kimpton demonstrates a unique dedication to its female guests with the Women InTouch program, offering comfortable and safe environments, in-room fitness and wellness options as well as the company's unique "Forgot It, We've Got It" honor bar, providing essentials that women travelers may have forgotten at home. Among the company's newest properties are the recently acquired Muse Hotel in New York, Nine Zero Hotel in Boston and Caleo Resort and Spa in Scottsdale. Kimpton debuted the Hotel Palomar in Washington D.C. in July 2006, and the Hotel Palomar Dallas in August, 2006. Additional projects are underway in Southern California, Texas, Florida, Virginia and the Bahamas. For more information, please visit [www.KimptonHotels.com](http://www.KimptonHotels.com) or call 1-800-KIMPTON.