

KIMPTON®

hotels & restaurants

Media Contacts:

M. Silver Associates

Maria Ronan / 212-754-6500 ext. 230 / maria@msilver-pr.com

Aik Wye Ng / 212-754-6500 ext. 260 / aikwye@msilver-pr.com

Kimpton Hotels

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

**EVENTI, A KIMPTON HOTEL, BRINGS NEW LIFE TO NEW YORK'S
NORTH CHELSEA NEIGHBORHOOD**

New York, NY – February 10, 2010 – Set to open in spring 2010, Eventi, A Kimpton Hotel, will bring a new vitality to New York City's North Chelsea neighborhood as the area's first luxurious hotel with a dynamic energy and personality of its own. Managed by leading hotel operator, Kimpton Hotels & Restaurants, the 292-room hotel represents the company's fourth completely unique hotel in New York City. Eventi is designed for today's forward-looking traveler, offering both business and leisure guests an intriguing experience in bold public spaces and artfully designed accommodations. The hotel is now taking reservations for stays arriving June 1, 2010 and a special "Preview Rate" can be booked online at www.eventihotel.com. Guests can also sign-up to be fans of the hotel on Facebook and receive regular updates by visiting <http://www.facebook.com/EventiHotel>.

Eventi's soaring 54-story exterior adds an impressive silhouette to the Manhattan skyline, with the new glass tower occupying the entire block of Avenue of the Americas between 29th and 30th Streets. The property's ideal location in North Chelsea, New York's newest happening neighborhood, puts guests just minutes from some of the city's most popular landmarks including the Empire State Building, Madison Square Garden, Macy's and the city's theaters, restaurants, museums and shopping.

"Eventi will be a place that feels alive, with a heart beat that pulses with creativity and sends energy to every corner of the hotel," says Thomas Mathes, general manager of Eventi. "Guests of Eventi will experience a vibrancy and excitement that transforms a place to stay into a cosmopolitan lifestyle."

Created by award-winning designer Colum McCartan, Eventi's striking design is rich and luxurious with custom-made furnishings, combining classic elegance and cutting-edge modern touches. Guests can anticipate a sensory journey of discovery and pleasant surprises throughout the property. Eventi captures the visitor's attention, from the front desk's partially unveiled painting to a mysterious curiosity cabinet, inviting exploration and providing an aesthetic connectivity. Original art from well-known artist Barbara Nessim will be on display inside the hotel rooms and public spaces, including a compelling contemporary artwork that spans the height of the third and fourth floors. The hotel's lobby area also will offer Kimpton's signature

“Living Room” concept, incorporating a fireplace and comfortable seating areas for lounging while enjoying daily hosted wine hours.

The Eventi lifestyle soothes even as it stimulates and inspires; it is sophisticated yet comfortable, subtle and luxurious. Interiors of the guest rooms and suites are warm and welcoming, providing an oasis of comfort in a city of sometimes overwhelming proportions. Each room will feature such amenities as LCD flat screen televisions, iHome Sound Systems, high speed wireless Internet access and 24-hour in-room dining. Fans of Kimpton’s signature programs and amenities will find their favorites at Eventi, from specialized customer care to the Mind.Body.Spa and InTouch guest loyalty programs. Other popular features include On-Demand yoga (with yoga accessories available for guest use), Pilates, meditation channels, a 24-hour fitness center overlooking the outdoor plaza and a 530-car parking garage with valet service.

Eventi embraces its setting and local character and transforms it into an experience that defines cosmopolitan urbanity. Adjacent to the outdoor public plaza is an impressive 20-foot-wide multi-media art screen to be used for public and private events, a feature that celebrates North Chelsea’s vibrancy and urban rhythm. Dining options at Eventi will be operated by China Grill Management, operators of well regarded restaurants such as China Grill, Asia de Cuba and Blue Door at Delano. The lower level will include a 20,000-square-foot multilevel Food Parc and bar, with counter, table and outdoor seating in the public plaza. The Food Parc will offer an array of distinctive and branded high-quality food options. Due to open in fall 2010, the second level will feature a restaurant that offers New York’s first contemporary Basque cuisine in a futuristic setting, with indoor and outdoor dining and a specialty bar serving a unique collection of whiskies and spirits.

Turning common business into enjoyable and productive experiences, Eventi offers atypical and creative meeting and event spaces where business travelers can work efficiently or socialize in a playful and inviting atmosphere. With more than 15,000 square feet of multi-faceted meeting space, including three outdoor terraces, Eventi’s inspiring settings stand above the competitive clutter in New York. Business travelers also have the advantage of the hotel’s central location, providing easy access to Penn Station, Grand Central and the city’s business and financial centers.

For more information about Kimpton’s Eventi, please visit www.eventihotel.com or <http://www.facebook.com/EventiHotel>.

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About Eventi

Slated to open in spring 2010, Eventi will be the first luxurious hotel in Manhattan’s North Chelsea district, residing on the entire block of Avenue of the Americas between 29th and 30th Streets. Colum McCartan’s property design is both sophisticated and comfortable, creating a stylish guest experience that embraces the hotel’s vibrant neighborhood and energy. Eventi’s 292 rooms and suites transform a place to stay into a cosmopolitan lifestyle experience for business and leisure travelers alike, with amenities including a multi-level restaurant and bar managed by China Grill, spa and fitness center, more than 15,000 square feet of indoor/outdoor meeting and events space and a 530-car parking garage with valet service. Putting guests just minutes away from some of New York’s most popular landmarks, Eventi is operated by San Francisco-based Kimpton Hotels & Restaurants, the country’s leading and largest boutique hotel operator. Eventi is

located at 851 Avenue of the Americas, New York, N.Y. For more information call 1-800 KIMPTON or visit www.eventihotel.com or <http://www.facebook.com/EventiHotel>.