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KIMPTON LOYALTY PAYS SO YOU CAN PLAY

Guests Rack Up Rewards and Personalized Perks with New Kimpton InTouch Offers

SAN FRANCISCO, Calif., October 14, 2009 – Starting now, Kimpton Hotels & Restaurants is offering frequent guests three new ways to personalize their visits through its free-to-join [Kimpton InTouch](#) loyalty program. While InTouch members can accrue complimentary nights at any of Kimpton's 47 hotels in the United States, the real deal for loyalists lies beyond points, like those offered at many mainstream hotel companies. Instead, Kimpton guests are treated to customized experiences based on individual preferences – treats that can range from a favorite magazine upon turndown to arranging for a well-deserved in-room massage upon arrival. In addition to exclusive deals and rates, travelers now enjoy the following members-only offers:

- **“Raid the Mini Bar:”** Whether a salty snacker or sweet tooth, Kimpton InTouch members can now “Raid the Mini Bar” guilt free. Guests receive a credit for any two items, up to \$10 (up to \$15 in NYC), during every stay at any Kimpton hotel to spend on always available organic nibbles and drinks, and other tasty temptations.
- **Exclusive “My Offers” Page:** When booking a trip, Kimpton InTouch members can pick the perks that matter to them with access to five special discounts and promotions on a “My Offers” tab in their online profile, which change regularly and can apply to meals at Kimpton restaurants, in-room spa treatments, hotel rates/packages and amenities, KimptonStyle products and more.
- **New “Passport Rewards:”** In addition to earning two complimentary nights after 10 stays at different Kimpton hotels in a calendar year, now guests can earn three complimentary nights total after 15 stays and four complimentary nights total after 20 stays at Kimpton hotels throughout the country.

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“In today’s stressful travel climate, we want to reward our loyal guests with extra ways to relax and unwind that won’t break the bank,” said Niki Leondakis, chief operating officer, Kimpton Hotels & Restaurants. “Kimpton InTouch goes beyond standard loyalty programs by allowing guests to choose the thoughtful rewards and personalized amenities that mean the most to them, whether that is a complimentary stay, pampering massage or an indulgent bedtime snack.”

Kimpton InTouch members often enjoy unique perks and amenities, exclusive sales and promotions, complimentary nights following repeat stays and can even personalize their room preferences by requesting nearly anything to make them more comfortable on the road. Guests can also earn Inner Circle status after just 15 visits or 45 total nights to receive VIP treatment. Membership to Kimpton InTouch is always free and travelers can visit http://www.kimptonhotels.com/intouch/KIT_overview.aspx to join and sign up to receive the special email offers coming later this month.

To learn more about Kimpton InTouch or Kimpton Hotels & Restaurants, visit www.KimptonHotels.com, www.Twitter.com/Kimpton, or search Kimpton at Facebook.com.

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ABOUT KIMPTON

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. Founded in 1981 by Bill Kimpton, the company 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. Each hotel provides a range of exciting culinary experiences through locally-loved, top-rated, destination, chef-driven restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare program that spans all hotels and restaurants. Privately held Kimpton has consistently earned high customer satisfaction scores by the Market Metrix Hospitality Index, exceeding other hotel companies including those in luxury and upscale segments. Among the company’s newest properties are the Hotel Monaco Baltimore and restaurant B&O American Brasserie by Chef E. Michael Reidt in Baltimore, MD, which opened in July 2009. Currently, projects are underway in New York City, Philadelphia and Chicago. For more information, please visit www.KimptonHotels.com or call 1-800-KIMPTON.