

FOR IMMEDIATE RELEASE

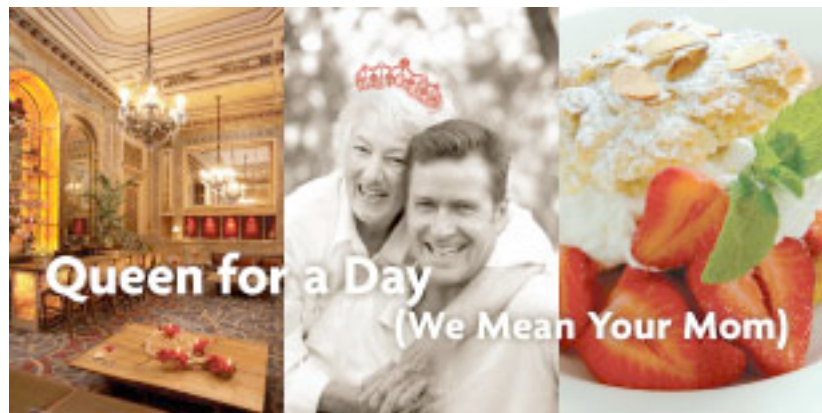
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Kimpton Hotels & Restaurants

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QUEEN FOR THE DAY (AND WE MEAN YOUR MOM)

Kimpton's Mother's Day / Spring 2011 Promotion Celebrates the Special Relationship Between the LGBT Community and their Moms

SAN FRANCISCO, Calif., March 1, 2011 – Now through Mother's Day, May 8, Kimpton's LGBT employee committee (KPRIDE) and Parents, Families and Friends of Lesbians and Gays (PFLAG) will celebrate the special relationship gay men and lesbians have with their moms. With Kimpton's first ever ***Queen for A Day (And We Mean Your Mom)*** promotion, Kimpton is encouraging travelers to treat their mothers like the queens they really are with special stays, meals and lots of pampering. For instance:

- **Take a Break: Support PFLAG and Receive 10 percent off Best Available Rate**
Anyone can take their mom (or any cherished loved ones) on a weekend getaway to any of 24 Kimpton cities to be rewarded with 10 percent off the Best Available Rate. For every night booked, PFLAG will receive a \$10 donation. Guests can visit www.kimptonhotels.com/lgbt to book using rate code **LAG** to give moms the royal treatment with an in-room spa treatment, breakfast in bed or a night out on the town.
- **Spend Mother's Day at a Kimpton Restaurant**

Diners can spend Mother's Day at any one of more than 50 Kimpton restaurants for delicious rewards. Guests that save their brunch or dinner receipts can send it to Kimpton's KPRIDE committee and receive a \$25 gift certificate for a future visit to any Kimpton Restaurant.

Kimpton wants to thank all special mother's for the care, understanding and support they have given the LGBT community over the years. It is this kind of support and love that is one of the main inspirations for the warm and welcoming way Kimpton treats all of its guests.

To learn more about Kimpton Hotels & Restaurants' LGBT initiatives, please visit www.kimptonhotels.com/lgbt.

Promotional Terms and Conditions: Use of the LAG rate code is based on availability and certain restrictions may apply. Restaurant promotion restricted to purchases on Mother's Day, May 8, 2011 only. Total restaurant bill must be a minimum of \$70 before tax and tip. One certificate per person and per address. Restaurant certificate must be in the diner's name and identification is required for redemption. Original receipts can be sent to Community Marketing Inc (KPRIDE) at 584 Castro Street #834, San Francisco, CA 94114, along with the diner's full name, address and email address. For further information contact LGBTsupport@kimptonhotels.com.

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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 54 restaurants in 24 cities. For more information visit www.KimptonHotels.com or call 1-800-KIMPTON.