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KIMPTON AND THE NATURE CONSERVANCY PARTNER TO PLANT A BILLION TREES
Pioneering Boutique Hotel Company
Makes International Commitment to Environmental Preservation

SAN FRANCISCO, Calif., October 6, 2009 – Kimpton Hotels & Restaurants, the largest and leading boutique hotel company in the U.S., announced today a national partnership with The Nature Conservancy to support its ambitious Plant a Billion Trees campaign. Once completed, the campaign will remove 10 million tons of carbon dioxide annually, reducing the impact of climate change on biodiversity and human communities, and ensuring that 30 million acres of Brazil’s Atlantic Forest are restored or preserved by 2015. Kimpton will help grow a greener future and play a vital role in bringing life back to the most threatened tropical forest on Earth in the following ways:

- **“Giving Tree” rate code:** Starting now, travelers can book the “TNC” rate code at any Kimpton hotel to receive 10 percent off the best available rate. With each stay, Kimpton will give \$10 to The Nature Conservancy, which will provide for the planting of 10 trees in Brazil’s Atlantic Forest.
- **Natura® water sales:** Five percent of the proceeds from sales of Natura® purified water at Kimpton restaurants in most locations* and an additional contribution from Natura®, will go to The Nature Conservancy.

“The mission of this campaign is both ambitious and achievable. Every dollar that we’re able to donate to The Nature Conservancy brings us one step closer to a sustainable planet, which has been a guiding principle of our brand since Kimpton was founded in 1981,” said Niki Leondakis, chief operating officer, Kimpton Hotels & Restaurants. “The Nature Conservancy has

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demonstrated an unparalleled commitment to preserving the Earth's precious natural habitats and we are proud to be a part of this important quest.”

“The Atlantic Forest is one of the greatest repositories of biological diversity on Earth, but it is now widely considered the world's most endangered tropical forest,” said Amy Golden, Chief Conservation Operating Officer for The Nature Conservancy. “We are pleased to partner with Kimpton to bring this forest back from the brink and rebuild it, one tree at a time.”

Extending along the coast of Brazil, the Atlantic Forest is a biodiversity hotspot that once covered nearly 330 million acres. Today, a mere seven percent remains.

The Atlantic Forest is home to a remarkable array of wildlife, many of which cannot be found anywhere else on Earth. It is also a critical source of drinking water and hydro-electric energy for more than 120 million people, making its preservation a global conservation priority.

In addition to Kimpton's partnership with The Nature Conservancy, it is a longstanding partner of national charities including The Trust for Public Land and Dress for Success. Through its annual Red Ribbon campaign, Kimpton hosts annual fundraising events that benefit HIV/AIDS prevention and awareness organizations in cities where Kimpton hotels operate. Kimpton's sustainable initiatives date back to the company's inception in 1981 and today comprise more than 70 daily eco-practices as part of its pioneering EarthCare program, which include several industry firsts such as in-room recycling bins and the use of non-toxic cleaners brand-wide.

For additional information about EarthCare, or to book the “TNC” rate code, please visit www.KimptonHotels.com. Kimpton is on Twitter at www.Twitter.com/Kimpton, and can be found on Facebook by searching “Kimpton” at Facebook.com and looking for the goldfish icon.

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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.

ABOUT THE NATURE CONSERVANCY

The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. To date, the Conservancy and its more than one million members have been responsible for the protection of more than 18 million acres in the United States and have helped preserve more than 117 million acres in Latin America, the Caribbean, Asia and the Pacific. Visit The Nature Conservancy on the Web at www.nature.org.