



FOR IMMEDIATE RELEASE

Media Contacts:

Baltz & Company for Kimpton

Chloe Mata Crane / 212-982-8300 x104 / cmcrane@baltzco.com

Marliese Engel Traver / 212-982-8300 x112 / mtraver@baltzco.com

Kimpton Hotels & Restaurants

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

Jamie Law / 415-955-5495 / jamie.law@kimptongroup.com

LET THE SPARKS FLY AT KIMPTON HOTELS & RESTAURANTS

Festive Freebies, Hotel Upgrades and Seasonal Sips at Nearly 50 Hotels Nationwide

SAN FRANCISCO, Calif., December 28, 2009 — Kimpton Hotels & Restaurants is inviting travelers to snuggle up and “Let the Sparks Fly” this winter with a brand-wide campaign full of merriment, now through March 31, 2010. Guests in 22 cities nationwide can step into nearly 50 Kimpton hotels to warm up and wind down with classic winter treats and festive freebies, in addition to being able to book a special, value-driven “Spark Winter Fun” package. Travelers can cozy up to the fire in Kimpton’s living room-style lobbies with:

- **“Light Me Upgrades:** Guests can ask to play the “Light Me Up” game at check-in to answer a trivia question for a free upgrade based on availability.
- **Seasonal Sips:** Travelers can warm up with complimentary classic treats such as hot chocolate with marshmallows and hot apple cider daily each afternoon from 2 p.m. – 4 p.m. in the hotel lobby.
- **Winter Wonderland Wine Hour:** When the weather outside is frightful, guests can savor complimentary hot roasted hazelnuts and seasonal bites with a glass of red or white at wine hour each night.
- **Sparks in the City:** In-the-know hotel concierges will offer “City SPARK Lists” with top picks for where to wine and dine to rekindle friendships, fire up romance or spend time with loved ones.
- **Play Time:** Competitors can get ready for the Winter Olympics by challenging friends and family to test their skills with winter Wii games and trivial pursuit during the complimentary wine hour nightly.
- **Spirited Sparks:** Guests can choose to “Spark Your Desire” or “Spark Your Spirit” with seasonal cocktails created by master mixologist Jacques Bezuidenhout, available for purchase at adjacent Kimpton restaurants (cocktail recipes and photos available upon request).

Travelers on the lookout for ways to embrace the season can book the “Spark Winter Fun” package, which includes:

- Deluxe overnight accommodations
- \$25 food and beverage credit to use at adjacent Kimpton Restaurants or for in-room dining
- Complimentary in-room movie and popcorn

“Winter is the ideal time of year to lift guests’ spirits with fun seasonal treats that make their stay more memorable,” said Niki Leondakis, chief operating officer, Kimpton Hotels & Restaurants.

“Whether our guests want a romantic retreat or family vacation, these unique perks add value to every Kimpton stay.”

Kimpton’s SPARK services and amenities and “Spark Winter Fun” package are available at all hotels now through March 31, 2010. “Spark Winter Fun” package rates vary by location and are based on availability. Reservations can be made at www.KimptonHotels.com, by navigating to your hotel of choice, and entering **SPARK** in the rate code box, or by calling 1-800-KIMPTON and requesting the “Spark Winter Fun” package.

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

###

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 LEED registered Hotel Palomar and LEED registered Square 1682 restaurant by Chef Guillermo Tellez in Philadelphia, PA, which opened in October 2009. Currently, projects are underway in New York City and Chicago. For more information, please visit www.KimptonHotels.com or call 1-800-KIMPTON.