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**KIMPTON INTRODUCES “SUNDAY SLEEP-INS” NATIONWIDE**  
***Boutique Hospitality Leader Addresses Major U.S. Concern with New Brand Standard***

SAN FRANCISCO, Calif., April 12, 2010 – An alarming 70 percent of Americans report that they are not getting the recommended amount of sleep needed each night to perform at their best each day\*. Just in time for Better Sleep Month this May, Kimpton Hotels & Restaurants is bringing its signature level of comfort and care to new heights with the introduction of a nationwide slumber service called “Sunday Sleep-Ins.” Starting May 2, and throughout 2010, leisure and individual travelers can snuggle back in to plush pillow top beds on Sundays and enjoy two extra hours of shut eye at all of Kimpton’s nearly 50 hotels from coast-to-coast. With “Sunday Sleep-Ins,” guests will be able to opt for a late check-out time of 2 p.m. on any Sunday, based on availability.

“A good night’s sleep can make all the difference, and with at least 40 million Americans suffering from chronic, long-term sleep disorders\*\*, we want to set the scene for the restful slumber all travelers deserve,” said Niki Leondakis, chief operating officer at Kimpton. “With this timely perk, guests can decompress with a couple extra hours of shut eye in the comfort of our guestrooms and begin each week with the clear head and fresh perspective that better sleep can bring.”

Also, throughout the month of May, shoppers at [www.KimptonStyle.com](http://www.KimptonStyle.com) will receive one free queen size “Come on Down Pillow” with any purchase of \$200 or more. The pillow is a 50/50 blend of goose down and feathers for optimum support and comfort. KimptonStyle.com is home

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to a collection of Kimpton’s lifestyle-inspired products that include sleep specialties, such as Frette Jacquard Pajamas, Zebra Lounge Socks, Candela Glow Lamps and more.

In addition to enjoying pampering bedtime amenities such as signature leopard print robes at all Kimpton hotels, several properties offer sleep-inspired menus year-round, including Kimpton’s Lorien Hotel & Spa (Alexandria, VA, [www.lorienhotelandspa.com](http://www.lorienhotelandspa.com)), 70 park avenue hotel (New York, NY, [www.70parkave.com](http://www.70parkave.com)) and Hotel Burnham (Chicago, IL, [www.burnhamhotel.com](http://www.burnhamhotel.com)).

Better Sleep Month was created by the Better Sleep Council, which is devoted to educating the public about the importance of sleep to good health and quality of life and about the value of the sleep system and sleep environment in pursuit of a good night’s sleep.

For tips and recommendations for how to get a better night’s sleep from Kimpton’s most practiced and accomplished on-staff snoozers, watch [www.Twitter.com/Kimpton](http://www.Twitter.com/Kimpton), or [www.Facebook.com/Kimpton](http://www.Facebook.com/Kimpton) throughout May. To learn more about Kimpton Hotels & Restaurants, please visit [www.KimptonHotels.com](http://www.KimptonHotels.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 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](http://www.KimptonHotels.com) or call 1-800-KIMPTON.

***\*2008 Better Sleep Month (BSM) national survey, sponsored by the Better Sleep Council (BSC), January 2008***

***\*\*National Institute of Neurological Disorders and Stroke, National Institutes of Health, May 2007***