



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Kreps /De Maria

Sissy De Maria / 305.663.3543 / sdemaria@krepspr.com

Cindi Perantoni / 305.663.3543 / cperantoni@krepspr.com

Kimpton Hotels

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

BOUTIQUE HOTEL LEADER TO MANAGE THE VERO BEACH HOTEL & CLUB

Prestigious AAA Four Diamond Property Joins

With Kimpton Hotels

VERO BEACH, FL (Oct. 20, 2008) – George Heaton, developer of the [Vero Beach Hotel & Club](#) today announced that the hotel will become one of the properties in the unique family of [Kimpton Hotels & Restaurants](#) effective November 11th.

San Francisco-based Kimpton is an accomplished hospitality pioneer and was the first to bring the European-style boutique hotel concept to America. Kimpton operates 44 hotels and chef-driven restaurants throughout the United States and Canada. Five more Kimpton properties are scheduled to open by Spring 2009, including EPIC Hotel in Miami, which will open in December 2008.

Kimpton enjoys excellent national marketing resources and great exposure in some of Florida's major feeder markets including, Boston, New York, Chicago and Washington, D.C. "Kimpton specializes in providing one-of-a-kind, personalized services at upscale boutique hotels and restaurants and we look forward to offering our guests Kimpton's unique brand of hospitality," said Heaton.

Founded in 1981 by Bill Kimpton, the company is known for its customer care, stylish ambience and having an innovative approach to programs and amenities. Kimpton's reputation is based largely on programs that strive to be in-step with the way their guests love to live life. Kimpton's most iconic offerings include "Guppy Love" – goldfish companions upon request, hosted evening wine hour, fluffy leopard and zebra print robes and welcoming living-room-style lobbies with fireplaces aglow. Guests who explore Kimpton's Mind.Body.Spa. program find ways to relax and rejuvenate through in-room spa treatments and on-demand yoga, Pilates and meditation programming.

"The Vero Beach Hotel and Club is a first-class property in a gorgeous location that we're sure will only benefit from Kimpton's 27 years of experience in operating hotels and restaurants that people truly love," said Niki Leondakis, chief operating officer for Kimpton. "As part of our expansion into the Florida market, we look forward to extending our genuine friendliness and hospitality to local residents, businesses and travelers, preserving what is precious about the property while adding Kimpton's signature touches."

Kimpton takes pride in its commitment to social responsibility and leads the hospitality industry in ecological practices through its implementation of EarthCare programs. Privately held Kimpton received the highest ranking in customer satisfaction by the Market Metrix Hospitality Index for 2007, and has continued to outscore others in the upscale hotel segment in all consecutive quarterly reports in 2008.

Located on one of the country's most exclusive and pristine beaches – within a few hours drive from major Southeast cities – the Vero Beach Hotel & Club provides the ultimate in luxury with an array of amenities including the signature *Indigo Room* restaurant and lounge, *Heaton's Reef Bar & Grill*, private beach club, cabanas, heated ocean view pool and aquaspa, fitness center, golf privileges at the Indian River Club, an executive boardroom and private event room, concierge, laundry, valet parking and business center services.

The oceanfront hotel offers 113 meticulously appointed West-Indies style designer guest rooms including one-, two- and three-bedroom suites featuring dark mahogany woods, Jerusalem stone flooring, granite countertops, plasma and flat screen televisions, sumptuous bedding and spacious balconies overlooking the spectacular Atlantic Ocean and unspoiled beaches of the Treasure Coast.

Vero Beach is conveniently located approximately an hour and a half from Palm Beach International Airport and Orlando International Airport and just 40 minutes from Melbourne International Airport. For more information, please call 772.231.5666 or visit www.verobeachhotelandclub.com.

Condominium hotel suites are available for purchase through the [Heaton Companies](#) with prices starting at \$795,000. For more information, please call 561.833.5500 or visit www.verobeachsales.com.

#

ABOUT KIMPTON

San Francisco-based Kimpton Hotels & Restaurants is the first and leading collection of boutique hotels, throughout the United States and Canada. Founded in 1981 by Bill Kimpton, every Kimpton hotel features personalized guest services, comforting in-room amenities, specialty rooms and suites, and provides a range of exciting culinary experiences through affiliated top-rated destination chef-driven restaurants. Kimpton takes pride in its commitment to social responsibility and leads the hospitality industry in ecological practices through its innovative EarthCare programs. Privately held, Kimpton received the highest ranking in customer satisfaction scores by the Market Metrix Hospitality Index for the entire year of 2007, exceeding all other hotel companies, including those in both the luxury and upscale segment. Among the company's newest properties are the Hotel Monaco Alexandria and Jackson 20 restaurant in Virginia, which opened in January 2008, and the Hotel Palomar Los Angeles in Westwood and the adjacent BLVD 16 restaurant, which opened in May 2008. Additional projects are underway in Florida, Philadelphia, Atlanta, Baltimore, Chicago and Virginia. For more information, please visit www.KimptonHotels.com or call 1-800-KIMPTON.