

PALOMAR

LOS ANGELES | WESTWOOD

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HOTEL PALOMAR LOS ANGELES REDEFINES STAR TREATMENT

Los Angeles, CA (March 2008) - For visitors and Angelenos alike, Hotel Palomar Los Angeles, one of Kimpton Hotels & Restaurants' more than 40 boutique hotels in the US and Canada, raises the bar on star-quality treatment with an art-infused haven and a highly specialized "cast and crew" who make each guest feel like an A-list celebrity.

Located along the Wilshire corridor in Westwood, the new upscale Hotel Palomar tells a story of "Art in Motion." The theme reflects on the world of art, architecture, fashion, dance and literature, and pays particular homage to the city's most iconic industry – film. Here, guests delight in subtle movie-themed embellishments during their stay, like famous quotes from acclaimed films on the pillow at turndown, and friendly staff whose name tags inspire conversation from playful indications of which famous star would ideally portray them – should a film of his or her life be made.

Seeking to make each person's stay a masterpiece, the 19-story Hotel Palomar is focused on timeless and sensual décor. Public spaces, as well as each of the 268 guest rooms – including 24 spa suites and two presidential-style suites – are glamorously appointed by famed Beverly Hills interior designer Cheryl Rowley. Dramatic details mingle with a crisp, modern aesthetic for a picture-perfect milieu. Shocks of ice blue and lipstick red conjure seductive hues favored by Hollywood starlets like Marilyn Monroe, Greta Garbo and Scarlett Johansson.

"People will feel a special reverence here to an important art form that has inspired imagination and wonder for generations," said John Douponce, general manager of the Hotel Palomar. "We want to make everyone feel the way they do after just experiencing a movie that's resonated on a deeply personal level. We want our guests to come see us over and over – just like a favorite film."

While aesthetics play a leading role at the Hotel Palomar, its true beauty is found in its luxurious comfort and customer care. Expert staff are trained and empowered to deliver thoughtful and personalized service, based on individual guest preferences. Virtually no request goes unfulfilled.

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Frequent travelers will find lifestyle-oriented things to do that promote well-being. The hotel's "Mind. Body. Spa." program offers free, 24-hour in-room yoga and Pilates programming and, for an additional fee, in-room spa treatments. A Hollywood-style pool provides outdoor space for sunning, and an on-site fitness room and access to personal trainers provide more ways to maintain exercise regimes away from home. Women travelers will love the hotel's "Forgot It? We've Got It!" list of essential travel necessities. The pet-friendly Palomar also caters to gadget-lovers with in-room LCD flat screen televisions, iHome sound systems and WiFi access throughout the hotel. With its location so close to Hollywood, it's only natural that the hotel be fully wired for press junkets and filming.

Eco-conscious travelers will appreciate the hotel's commitment to the environment and its award-winning environmentally responsible practices. Sustainability is integral to its existence. More than 40 eco-friendly practices are incorporated into daily operations, such as car service in a hybrid Lexus; in-room recycling bins; energy-efficient lighting; water-efficient fixtures; toiletries made by earth-friendly manufacturers; organic food and beverage options in honor-bars and a chef-driven restaurant that follows the Monterey Bay Seafood Watch's sustainable seafood guidelines.

Bldv 16, located at the Hotel Palomar Los Angeles, is the perfect setting for a lively gathering, intimate dinner or a Hollywood-style power lunch. Offering regional American cuisine prepared with a Southern California spin, high quality and locally grown ingredients guest star in the freshly grilled morsels, entrée-sized salads and small plates such as a flight of carpaccio. Serving breakfast, lunch and dinner Monday through Saturday; and brunch and dinner on Sunday, Blvd 16's simple, flavorful offerings, extensive wine list and refined décor create the perfect backdrop for a cinematic culinary experience. Blvd 16's bar serves up wine and spirits in an intimate setting. A great place for locals and pre-dinner drinks, the bar serves more than 125 wine labels and purveys seasonal cocktails made from freshly-squeezed juices and locally-grown herbs. Small, shareable plates complement and complete the bar's offerings.

The Hotel Palomar Los Angeles is located at 10740 Wilshire Blvd. For more information, visit www.hotelpalomar-LAwestwood.com.

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ABOUT HOTEL PALOMAR

Hotel Palomar is a sophisticated boutique hotel that draws inspiration from the world of art to make each guest's stay relaxing and indulgent. Film, music, visual art, architecture, fashion, dance and literature are the basis for Hotel Palomar's uniquely elegant and stimulating style.

ABOUT KIMPTON

San Francisco-based Kimpton Hotels & Restaurants is the first and leading collection of boutique hotels throughout the United States and Canada. Founded by Bill Kimpton in 1981, privately held Kimpton offers services and design elements focused on care, comfort, style, flavor and fun. Every Kimpton hotel reflects the energy, personality and pulse of its location, history and architectural style. Each property 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. In addition, Kimpton demonstrates a unique dedication to its female guests with the Women InTouch program, offering comfortable and safe environments, in-room fitness and wellness options as well as the company's unique "Forgot It, We've Got It" honor bar, providing essentials that women travelers may have forgotten at home. Among the company's newest properties are the Hotel Palomar Arlington at Waterview, which opened in the community of Rosslyn, VA in November 2007, and the Hotel Monaco in Alexandria, VA, which opened in January 2008. Additional projects are underway New York, Philadelphia, Baltimore and Florida. For more information, please visit www.KimptonHotels.com or call 1-800-KIMPTON.