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Kravetz & Company
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Introducing K Hotels

A leader in the hospitality industry with a worldwide collection of distinct boutique hotels providing expert knowledge in sales, marketing, technology and public relations that drives results.

Los Angeles, CA (April 8, 2008) K Hotels is the most fresh and innovative hotel group to hit the greater Los Angeles area. With a dynamic and knowledgeable team of experienced hospitality professionals, K Hotels will be able to further extend its stylish collection of boutique hotels in domestic and international markets. Key executives bring experience from the finest boutique hotels and hospitality companies including Kor Hotel Group, Starwood Hotels, LUXE Hotels, Ritz Carlton, Four Seasons Hotels and Resorts, Thompson Hotel Group, Pebble Beach Resorts, Raffles L'Ermitage Beverly Hills, Sunset Tower West Hollywood (formerly the Argyle Hotel), The Lodge at Rancho Mirage, and The Crescent Hotel Beverly Hills.

As part of a one-of-a-kind and unsurpassed hotel group, members get the benefit of a full-time, dedicated sales team, exclusive member events, revenue management, brand affiliation, an exclusive KH GDS booking code, a comprehensive marketing, e-commerce, Quality Assurance and public relations program and an innovative web-accessible database of corporate, leisure and group account information available to them. K Hotels services also include consultation in design and purchasing, sustainability practices, revenue management and technology.

Members of K Hotels deliver the impeccable service and incredible accommodations that give visitors and insiders a glimpse of the surrounding area. With a membership of over 50 independently owned four and five-star independent properties globally, K Hotels has an aggressive plan to continue to expand its progressive membership and hospitality services in the top urban and leisure travel destinations worldwide. To accommodate individual travelers, the hotels are grouped in the following collections: *K Classic*, *K Design*, *K Resort* and *K Luxury*.

K Classic offers elegant properties, featuring original architecture, classical design elements and vintage art and décor. Featured in this collection are The Ambrose in Santa Monica, which prides itself on offering truly holistic hospitality and The Leonard in London, which is comprised of four 18th century townhouses.

The *K Design* collection displays a flair for style and features modern architecture. The trendy Diesel Jeans Hotel, Pelican in Miami Beach and the Lato Boutique Hotel in Greece, are part of this *fashionista* hotel collection.

The *K Resort* Collection features world-class accommodations in some of the most exciting leisure destinations. All Seasons Club located on the ski slopes of Bansko in Bulgaria and the eco-friendly Mago Estate Hotel located in St. Lucia are included in this collection.

K Hotels Luxury Collection is an exclusive collection of the world's finest boutique hotels with impeccable amenities and services. The *K Luxury* Collection is comprised of hotels such as the new SILQ Hotel developments located in Bali, Indonesia and Bangkok, Thailand.

Headquartered in Beverly Hills, K Hotels has offices in New York City and Chicago, as well as internationally in Tokyo, Japan, London, England, Jakarta, Indonesia and San José, Costa Rica.

For additional information on K Hotels, please visit www.k-hotels.com or contact:

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K Hotels properties include; Paramount Hotel and The Inn at the Market in Seattle, Washington; The Clarendon in Phoenix, Arizona; The Raffaello in Chicago, Illinois; Jupiter Hotel in Portland, Oregon; Aqua Hotel and Pelican Hotel in Miami Beach, Florida; Boca Raton Bridge Hotel in Boca Raton, Florida; International House and Loft 523 in New Orleans, Louisiana. California locations: The Ambrose in Santa Monica, Hotel Diva in San Francisco, Hotel Menage in Anaheim, Hotel Metropolis in San Francisco, Hotel Union Square in San Francisco, Kensington Park in San Francisco, La Casa Del Camino in Laguna Beach, O Hotel in Los Angeles, Orchard and Orchard Garden Hotel in San Francisco, Park Manor Suites in San Diego, Steinhart Hotel in San Francisco, The Georgian Hotel in Santa Monica, The Maxwell Hotel in San Francisco, The Mosser Hotel in San Francisco, The Orchard Garden in San Francisco, The York Hotel in San Francisco, and Villa Graziadio in Malibu. International locations: The Normandie in Puerto Rico; K West Hotel & Spa and The Leonard Hotel in London; aimia hotel in Islas Baleares; Mago Estate Hotel in St. Lucia, West Indies; The Hippodrome in Mexico; Vaela Pallas Resort and Spa in Pieras; Lato Boutique Hotel in Greece; Monterey Del Mar Hotel in Playa Esterillas, Costa Rica; SILQ Kerobokan in Bali, Indonesia and SILQ Boutique Hotel in Bangkok, Thailand.

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