



PRESS INFORMATION

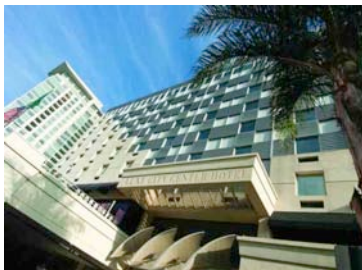
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**SANDdesign HAS BEEN APPOINTED
TO REDESIGN THE NEW
LUXE CITY CENTER HOTEL, LOS ANGELES**



***Design Concept Blends Hip Urban Attitude
With Silver Screen Elegance***

Los Angeles, CA (March 12, 2010) -- The LA interior design firm of SANDdesign has been appointed to work on the multi-million dollar re-design of the Holiday Inn Los Angeles City Center, located right across from the Staples Center and LA Live. The renovation on the hotel is expected to be completed in mid-June when it will be re-branded as the Luxe City Center Hotel, Los Angeles.



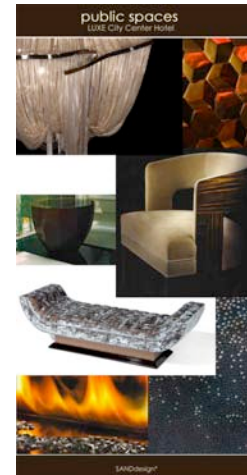
According to Efreem Harkham, CEO and Founder of Luxe Hotels, "From the very beginning, I envisioned the Luxe City Center Hotel, Los Angeles to be a very design driven hotel with an upscale boutique ambiance to complement the Luxe Rodeo Drive and Luxe Sunset Boulevard. SANDdesign, with over 20 years of experience in the hospitality industry and a design aesthetic that stays true to the Southern California lifestyle, was the team to bring this vision to reality. There will be no other boutique-style hotel property like this in downtown LA."

SANDdesign's plans give the hotel an upscale urban residential atmosphere with a touch of elegant old silver screen. The overall look will feature warm walnut woods and muted tones, complemented by crystal and platinum finishes. This is then blended with subtle insertions of urban elements in artwork and contemporary high-tech features.

The Luxe City Center Hotel, Los Angeles will offer just under 200 rooms and suites, meeting space, a restaurant, fitness center, outdoor pool, and business center in the heart of the Los Angeles downtown area's thriving new entertainment district. When guests first walk into the

hotel they'll be attracted to the warmth and uniqueness of the finishes in the lobby. A bar and terrace will provide an indoor/outdoor oasis above street level for front row views of the exciting daily events outside. The warm ambiance of the public spaces carry into the guestrooms.

"Elegant but with an attitude" describes the rooms which will be done in subtle tones of aqua and camel. Furnishings include platform beds with woven wood headboards of silvered walnut and dark walnut accents and oversized lounge chair and ottomans in plush chenille in a grayed camel tones, draped with supremely soft ivory fur throws. Custom decorative lighting in the room includes mercury glass and hand-carved faux onyx. Carpeting is custom as well in a cut and loop wood grain pattern to complement the muted walls. Tiled entry floors flow into the bathrooms with glass barn door separations. Bathrooms have back-lit mirrors, rain head showers, and custom glass mosaic accent tiles in soft tones. Suites will be in platinum and champagne tones with accents of muted eggplant and peacock, and finishes will include scraped Acacia wood floors and Calcutta marble master baths with soaking tubs. Croc skin patent leathers and mohairs are just some of the texture and patterns in the suites.



Artwork plays up the hip, urban "attitude" and energy of the rooms with graphic depictions of iconic music and sports figures in a nod to the Staples Center and Nokia Theater LA Live just across the street. Each room will have one of four large-scale canvas images specially commissioned for the hotel.

Many of the furnishings are made locally including furniture, wall sconces, carpets, wallcoverings, and artwork, as one of SANDdesign's goals is to use U.S. manufacturers to support the economy whenever possible.

The Holiday Inn Los Angeles City Center is owned by Emerik Hotel, LLC.

ABOUT LUXE HOTELS

Luxe Hotels is part of the global hotel organization founded by Efrem Harkham, which also includes Luxe Worldwide Hotels, a hotel marketing and reservations organization with an impressive portfolio of nearly 200 independently owned and operated, award-winning hotels in the best locations around the globe. The properties include such esteemed hotels as Canyon Ranch Tucson, Canyon Ranch Lenox, Palms Place Hotel & Spa in Las Vegas and Waterford Castle in Waterford, Ireland. Luxe Hotels has 14 offices worldwide including New York, London, Paris, Milan, Madrid, Buenos Aires, Hong Kong, Tokyo, Sydney, and Mumbai.

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