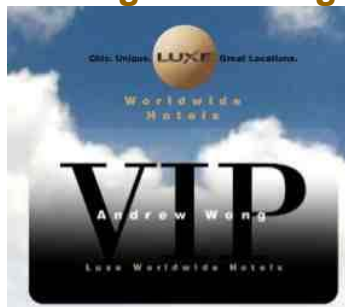




PRESS INFORMATION

Contact: Jane Coloccia/Michele Lee  
JC Communications, LLC  
609-737-2587/571-451-9713  
janecoloccia@gmail.com  
leem108@comcast.net

**In Honor Of Its 10th Anniversary, Luxe Worldwide Hotels To Launch  
VIP Recognition Program**



***Benefits Include Complimentary Room Upgrade,  
Early Check-In/Late Check-Out, Access to Luxe's VIP Concierge, and More!***

Los Angeles, CA (November 18, 2008) — In honor of its 10th anniversary, Luxe Worldwide Hotels will soon launch a VIP Recognition Program, it was announced today by Efrem Harkham, Founder and CEO.

To be rolled out in three phases in 2009, the VIP Recognition Program will first be beta-tested at the two Luxe properties in California: The Luxe Hotel Sunset Boulevard in Bel Air and the Luxe Hotel Rodeo Drive in Beverly Hills in early 2009. By the second quarter of 2009, the program will continue to expand to a greater number of Luxe hotels.

According to Mr. Harkham, the program has been designed to encourage and reward guests who return to a specific hotel; to encourage and reward guests to use Luxe Worldwide Hotels, to help Luxe hotel members compete better in the marketplace, and to allow each member hotel to individualize guest benefits.

While the specifics of the program are still being refined, it is expected that the Luxe VIP Recognition Program will involve a "VIP Recognition Card" to be distributed to frequent guests of participating Luxe hotels. Those guests who receive a VIP Recognition Card will be rewarded with early check-in and late check-out (based on availability), room upgrades (based on availability at time of check-in), a special gift amenity or discount of the hotel's choice, exclusive promotions available only to VIP Recognition Program members, access to the Luxe VIP Internet and Phone Concierge who will be available to assist program members with reservation requests, as well as other member benefits which are still in the planning stages.

**ABOUT LUXE WORLDWIDE HOTELS**

Luxe Worldwide Hotels features an impressive portfolio of nearly 250 independently owned and operated, award-winning hotels in the best locations around the globe. The properties

include Canyon Ranch Resorts; Establishment Hotel in Sydney, Australia; and Murano Urban Resort in Paris, France. Every Luxe Worldwide Hotel offers guests an individual sense of style and an attention to detail that goes way beyond pure utility -- some are luxurious, some exotic, some eccentric. Each hotel is as individual as the hotelier who owns and manages it, but all share a commitment to exceed and anticipate a guest's needs and pamper them completely. At Luxe Worldwide Hotels, it's not just about the luxurious surroundings, it's about how we make a guest feel while in residence. For more information on Luxe Worldwide Hotels, call 1-866-LUXE-411, or visit the website at: [www.luxehotels.com](http://www.luxehotels.com).

# # #