



PRESS INFORMATION

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LUXE HOTELS CONTINUES WORLDWIDE BRAND EXPANSION



Latest Development Is The Rebranding Of The Holiday Inn Los Angeles City Center To Be A "Luxe" Hotel

Los Angeles, CA (November 2, 2009) -- The Luxe Hotels worldwide brand expansion has come to metro Los Angeles, it was announced today by Efram Harkham, CEO and Founder of Luxe Hotels, an L.A.-based upscale hospitality company. The company has been engaged in a major brand development program around the globe, and its latest acquisition is an agreement signed with Emerik Hotel, LLC to rebrand the current Holiday Inn Los Angeles City Center as a Luxe Hotel. Following a multi-million dollar renovation which will begin immediately, the hotel will be renamed the Luxe City Center Hotel, Los Angeles this coming spring.

This exciting development comes at a time when the economy has forced many hotels in Southern California — and around the world — into receivership or to postpone capital improvements indefinitely. Yet both Luxe Hotels and Emerik Hotel, LLC believe that with the highly successful track record of the Luxe brand name and the current excitement of the revitalized downtown LA area — precipitated by the Staples Center and, most recently, the opening of LA Live — now is the time to make this move to take the hotel to the next level.

The vision for the new Luxe City Center Hotel, Los Angeles is to replicate the upscale, intimate, boutique-style ambiance of the Luxe Sunset Boulevard Hotel, Bel Air, and the Luxe Rodeo Drive Hotel, Beverly Hills. The newly branded Luxe property will be an upscale, four-star design-driven boutique hotel that is privately owned. There is currently no other hotel property like this in downtown LA.

The Luxe City Center Hotel, Los Angeles, located at 1020 S. Figueroa Street, offers the best location in downtown Los Angeles. Its proximity to meeting and convention space and entertainment venues in downtown LA is unmatched. The hotel is the closest hotel to the Convention Center and the Staples Center, and immediately across the street from LA Live and its Nokia Theater, Grammy Museum, Conga Room, ESPN Zone and numerous other brand new dining and entertainment establishments.

The Luxe City Center Hotel, Los Angeles, will offer just under 200 rooms and suites when the renovation is complete. Facilities will include meeting space, a restaurant, fitness center, outdoor pool, and business center. A renowned interior designer will be named shortly.

ABOUT LUXE HOTELS

Luxe Hotels is part of the global hotel organization founded by Efreem 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, Athens, Buenos Aires, Hong Kong, Tokyo, Sydney, and Mumbai.

ABOUT EMERIK HOTEL, LLC

Emerik Hotel, LLC and its affiliates have been in the hotel business for 45 years.

In addition to the hotel business they have acquired, developed, owned, operated, and sold properties in approximately a dozen states throughout the United States, including industrial, office, residential and shopping centers.

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