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MEDIA CONTACT:

Kreps /De Maria

Vanessa Fioravante / 305.663.3543 / vfioravante@krepspr.com

Laura Acker / 305.663.3543 / lacker@krepspr.com

Kimpton Hotels

Jamie Law / 415-955-5495 / jamie.law@kimptongroup.com

VERO BEACH HOTEL & SPA GOES GREEN AND GAINS SILVER

Kimpton's Vero Beach Hotel & Spa Earns "Silver" Level Green Seal Certification

VERO BEACH, Fla., July 12, 2010 – Kimpton's oceanfront Vero Beach Hotel & Spa announced today its receipt of the Environmental Certification - Silver by Green Seal (GS-33), a non-profit organization that uses science-based standards and the power of the marketplace to create a more sustainable world.

Located on South Florida's Treasure Coast, the Vero Beach Hotel & Spa is the first of only two hotel properties in Florida to be certified Silver by Green Seal. An endeavor that required an extensive time commitment and many operational changes on behalf of the hotel, the Silver level certification is the second among three levels of environmental achievement recognized by the GS-33 standard and signifies that a property meets a comprehensive level of required leadership operations.

The Hotel was awarded the GS-33 Green Seal certification for consistently demonstrating sustainable practices in the following areas:

- Waste minimization, reuse and recycling
- Energy efficiency, conservation and management
- Management of fresh water resources
- Waste water management
- Hazardous substances
- Environmentally sensitive purchasing

In addition to adopting eco-friendly practices and services into the hotel's daily operations department-wide, the Vero Beach Hotel and Spa has organized an "Earthcare Committee", which will be responsible for maintaining the hotel's environmentally friendly status. Made up of members from each of the hotel's departments, the committee will meet monthly to discuss best practices, work and improve upon already existing programs, as well as initiate new ones. Additional eco-sound practices upheld at the hotel include: complimentary parking for hybrid vehicles, donating unfinished toiletries such as hair products and body lotions to the local Homeless Family Center, cleaning guest rooms and linens with eco-certified cleaning supplies and providing in-room recycling bins that make guest room recycling both convenient and stylish.

"We are honored to be recognized by Green Seal for our environmentally-friendly initiatives," said Marco Scherer, general manager at Kimpton's Vero Beach Hotel & Spa. "Green Seal is a trusted organization, and we share their active approach of bettering the world in which we live through every day sustainable practices and environmental responsibility."

Since it was first published in 1999, the Green Seal Environmental Standard for Lodging Properties, GS-33, has represented leadership in the industry. The standard focuses on waste minimization, energy conservation and management, management of fresh water resources, waste water management, pollution prevention, and organizational commitment such as environmentally sensitive purchasing. The standard can serve as a tool to help operations begin to take action to improve their operation and is available for Green Seal certification.

Representing one of the last unspoiled beach towns on South Florida's Treasure Coast and boasting a thriving ecotourism industry, Vero Beach is one of Florida's best kept "green" secrets. In addition to its area attractions made up of sea turtles, kayak adventures and spectacular nature preserves, the barrier island's environmental highlights include the Environmental Learning Center, Pelican Island Wildlife Refuge (the nation's first wildlife refuge), and nearby McKee Botanical Garden.

The West Indies-inspired Vero Beach Hotel & Spa features a number of great amenities including a private beach, heated ocean view pool, fitness center, golf privileges at private clubs, and Kimpton's signature offerings, including in-room spa treatments, on-demand yoga

and Pilates, hosted evening wine hours, and the “Guppy Love” program, which provides goldfish companions upon request.

Furry friends are always welcome at the 113-room Vero Beach Hotel & Spa for no charge and in addition to receiving complimentary treats upon arrival, are often greeted by Oliver, the hotel’s four-legged Director of Pet Relations.

For more information on Green Seal’s Lodging standard, visit

http://www.greenseal.org/certification/standards/g33_lodgingproperties.cfm. To learn more about Vero Beach Hotel & Spa, visit www.verobeachhotelandspa.com or call 1-866-602-VERO.

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ABOUT KIMPTON’S VERO BEACH HOTEL & SPA

Located on one of the country’s most exclusive and pristine beaches in Vero Beach, Florida – less than two hours from Palm Beach and Orlando International Airports – the AAA four diamond Vero Beach Hotel & Spa offers 113 West-Indies-style designer guest rooms appointed with dark mahogany woods, Jerusalem stone flooring, granite countertops, flat screen televisions, sumptuous bedding and spacious balconies overlooking the spectacular Atlantic Ocean. Popular with guests are the adjacent oceanfront *Cobalt* restaurant and *Heaton’s Reef Bar & Grill*. Favorite hotel amenities include a private beach, heated ocean view pool, complimentary evening wine hour for overnight guests, fitness center, golf privileges at private clubs, an executive boardroom and private event room, concierge, laundry, valet parking and business center services. A full-service onsite spa is scheduled for completion in the fall of 2010. Until then, guests can enjoy Kimpton’s signature in-room spa services including massage, body and facial treatments. For more information call 1-866-602-VERO or visit the www.verobeachhotelandspa.com.

ABOUT KIMPTON

San Francisco-based Kimpton Hotels & Restaurants, a collection of boutique hotels and chef-driven restaurants in the US, is an acknowledged industry pioneer and was the first to bring the boutique hotel concept to America. Founded in 1981 by Bill Kimpton, the company is well-known for making travelers feel welcomed and comfortable while away from home through intuitive and unscripted customer care, stylish ambience and having a certain playfulness in its approach to programs and amenities. Each hotel provides a range of exciting culinary experiences through locally-loved, top-rated, destination, chef-driven restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare program that spans all hotels and restaurants. Privately held Kimpton has consistently earned high customer satisfaction scores by the Market Metrix Hospitality Index, exceeding other hotel companies including those in luxury and upscale segments. Among the company’s newest properties are the LEED registered Hotel Palomar and LEED registered Square 1682 restaurant by Chef Guillermo Tellez in Philadelphia, PA, which opened in October 2009. Currently, projects are underway in New York City and Chicago. For more information, please visit www.KimptonHotels.com or call 1-800-KIMPTON.

ABOUT GREEN SEAL INC.

Green Seal, a non-profit based in Washington D.C., has been identifying products and services that protect the environment and human health since 1989. The Green Seal mark appears on over 3600 environmentally sustainable products and services, and Green Seal is accredited by the American National Standards Institute. The independent organization focuses on certification to its leadership standards, avoiding any conflict of interest that may arise from recommending products or consulting with

applicants. For more information and a list of all Green Seal certified products and services, visit www.GreenSeal.org.