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A STAR IS REBORN

Legendary four-star residence continues to capture celebrity past with contemporary details

Beverly Hills, CA January 2008 – There's no time like the present to appreciate the past. Bursting onto the Beverly Hills scene in 1955, a hotel was born by Conrad Hilton. *The Beverly Hilton* has combined the excitement and entertainment of Hollywood with the prestige of Beverly Hills for over 50 years. Today, as a direct result of the vision and comprehensive \$80 million dollar reinvention by new owner, Beny Alagem and Oasis West Realty LLC, the Star is Reborn.

For all who thirst residing in the capital of luxury, their appetite will be satisfied at the hotel which raised the bar to a Mobil Four Star rating in January 2008. The renovation which began in 2003 continued capturing its' celebrating past with contemporary details. The new home of the original Mai Tai, *Trader Vic's Lounge* moved poolside in May 2007 and the new home of gallery tenant, *Denis Bloch Fine Art* made its' debut in October 2008. A complete collection of amenities and services now exists from the premier suites to the luxe pool level and everywhere in-between the 8.9 acre property. The Four-Star hotel evokes Hollywood glamour like never before with 569 guest rooms/101 suites (inclusive nine private Penthouse Suites) rebuilt from the bare walls; milestone meeting space enhanced with unrivaled technology; elaborate epi-center of health, beauty and fitness facilities; diverse dining and entertainment outlets, and extraordinary leased boutiques with resident experts.

ELEGANT ENTRANCES

The 21st century transformation glows through the panoramic glass entryway where the red carpet is rolled out for numerous notable star-studded annual events. The main lobby immediately awakens the senses upon arrival as the soaring orchids stemming from couture vases are a rush of scents and as far as the eyes can "sea," the *Studies of Water* are in living color. From the 57 floor-to-ceiling gold burnished

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mother-of-pearl panels by abstract New York Artist, Nancy Lorenz to the 1,400 gallon salt water aquarium which welcomes travelers to the *Wilshire Tower*, the lobby has been taken to new depths.

ELEMENTS FOR SERENITY

Taking the elevator home is like a commercial break, quick and informative, as a flat screen directory of hotel services reel from the first floor to the eighth. Once settled, the elements for serenity are layered in luxury including: The Beverly Hilton Plush® Pillow-top mattress, Fili D'Oro® bed linens, Rivolta Carmignani, Cypress spa-style Robes, Chelsea bath sheets & towels, Egyptian cotton decorative top sheet, sham pillows, The Beverly Hilton Collection® Starburst throw blanket, and L'Occitane bath products. All this, plus more is premiered within the exclusive *Penthouse Suites* (9 exclusive suites ranging 830- 3,725 square feet) from Fili D'Oro 300 thread count bed linen, L'Occitane bath essentials, to the Lifestyle 28 Series II DVD system in living rooms and Bose® GS II DVD home entertainment system in bed rooms. Rest assured, time will be well spent lounging in luxury.

LUXURY GOES LIVE

With an eye toward the future and the finest design, the hotel felt the need for speed and outfitted guest rooms with ergonomically custom-built work areas with desk-top outlets equipped for high-speed internet access by DSL line or wireless network. Staying connected constantly is key, so safes with power outlets to securely charge electronics, as well as two direct-dial phones lines (one cordless) with a data port/speaker phone/voicemail were installed. Tuning into high-definition entertainment is all play and no work with the 42-inch plasma screen televisions with LodgeNet SigNetureHDTV™ programming and Bose Wave® radio/CD players. Beyond the guest rooms, upgrades were implemented to make business a breeze - literally - equipping the hotel with wireless internet in all public areas including poolside. To eliminate the added stress of low computer batteries, copious power outlets are fixed in the lobby area for ease and accessibility of recharging laptops. The hotel partnered with *AVT Event Technology & Business Center* to serve as the hub of all technical activity. Situated within an earshot of the lobby blackberry users and planners can stay connected with cutting-edge full-service support. No matter the time zone, travelers can access the new 24-hour Automated Business Center adjacent to the hotel reception desk. With access to these technologies, the ability to connect to the world amidst the California sunshine is at the travelers fingertips.

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MILESTONE MEETING SPACE REINVENTED

Meetings at *The Beverly Hilton* aren't everyday events, rather they are world-renowned productions such as the Golden Globe Awards,[®] Oscar Nominations Luncheon, Sony BMG Pre-Grammy Party, and the Milken Institute's Global Conference. The milestone meeting space which extends more than 60,000 square feet of upscale indoor and open-air event space all on the lobby level has been re-engineered by *AVT Event Technology* so the possibilities for planners are endless. The crowning jewel of the distinct facilities (the *International Collection*, *Beverly Hills Collection*, and the *Executive Meeting Center*) is the infamous 18,000 square foot *International Ballroom* where twice during the Golden Globe Awards,[®] actresses Christine Lahti in 1997 and Renee Zellweger in 2000 were in the pink powder room (designed circa 1987 by Eva Gabor for then owner/entertainer, Merv Griffin) while their names were being announced to accept their award. The superb space also affords for a contained flow of mid-size meetings ranging in size from 800 square feet to 8,000 square feet within the *Beverly Hills Collection*. For board meetings and breakouts, the exclusive *Executive Meeting Center* is ideal for corporate planners. From the seasoned event managers to the on-site production experts, *The Beverly Hilton* has a full range of resources to bring the show seamlessly together.

SOCAL CHIC DINING & ENTERTAINMENT

A taste of chic dining and entertainment options is available morning, noon, and night in a laid-back, yet sophisticated setting. The *Lobby Bar* caters to Starbuck addicts at the top of the morning, while the shaken-not-stirred crowd come calling at happy hour and in-between is a bit of old tea time. At the pool level, a crystal clear conversion was made to the three-meal dining restaurant named after the year the hotel was born, *CIRCA55*. Dining amongst the palm trees nestled next to the poolside for breakfast, lunch, dinner, and Sunday brunch is uniquely California. Uniquely Polynesian is *CIRCA55*'s new neighbor, *Trader Vic's Lounge*, where the festive communal libations and pupus platter of appetizers are simply exotic. Sleep-in or stay out late because *In-Room Dining* is 24/7. Whatever the craving, the food and beverage options satisfy all appetites.

LAP OF LUXURY

Lured by its' climate and celebrity past, the AQUA STAR POOL (inaugurated by MGM mermaid actress, Esther Williams) has combined the excitement and entertainment of Hollywood with the prestige of being

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the largest hotel pool in Beverly Hills for over 50 years. Some luxuries simply require the sun so the pool level has been re-landscaped to embody wellness like never before with sophisticated and state-of-the-art facilities including the AQUA STAR SPA, the Bellezza Salon, and the PRECOR® Fitness Center. This beauty of a backdrop with a barefoot elegance is for all who thirst being entertained.

BOUTIQUES & GALLERY

Rodeo Drive is where the pages of Vogue and GQ come to life and the trip is only a courtesy car ride-away. A scaled down version of Rodeo are steps closer at the hotel's new retail showrooms where resident experts lead the way to material possessions. *Le Chateau* is a cellar success of fine wine and chocolate, *Denis Bloch Fine Art* is an exhibition of original fine modern master prints, *Hours Minutes Seconds (HMS)* is a prestigious portfolio of horology, and *Accents* is full of fashion forward apparel and extraordinary everyday essentials. Whatever the reason signature shopping at *The Beverly Hilton* is synonymous with the red carpet city.

Rest assured time will be well spent at the legendary residence in modern-day fashion!

About The Beverly Hilton

9876 Wilshire Blvd, Beverly Hills, California 90210 (310) 274-7777 www.beverlyhilton.com

Opened in 1955 by distinguished hotelier Conrad Hilton, The Beverly Hilton has combined the excitement and entertainment of Hollywood with the elegance of Beverly Hills for over 50 years. Located at the world-famous intersection of Wilshire and Santa Monica -Boulevards, the 570-room hotel features 101 suites including the nine private luxury suites within The Penthouse Collection. With more than 60,000 square feet of upscale indoor and open-air event space all on the lobby level, the hotel's famed International Ballroom is the centerpiece of the International Collection. Home of many notable annual events including the Golden Globe Awards, Oscar Nominee Luncheon and the Milken Institute's Global Conference, The Beverly Hilton offers three multi-faceted ballrooms, nine additional meeting rooms, an Executive Meeting Center with unrivaled technology by design to make any meeting a success.

Owned by entertainer Merv Griffin from 1987 to 2003, Beny Alagem and Oasis West Realty LLC purchased The Beverly Hilton in late 2003 immediately embarking on an \$80 million reinvention of the 8.9 acre property. Just as The Beverly Hilton defined luxury living when it opened, the newly redefined Beverly Hilton does so once again with the elegance and style considered synonymous with Beverly Hills.

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