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## **SUITES TO SUIT THE LUXURY LIFESTYLE**

### ***The Penthouse Collection at The Beverly Hilton redefines residential-like living***

**Beverly Hills, CA January 2007** – How suite it is. As part of The Beverly Hilton's 80 million dollar masterpiece makeover, the *Penthouse Collection* was born. The personal sanctuary is an elite ensemble of suites located on the premier eighth floor to suit the luxury lifestyle.

Picture life in the luxury lifestyle of the Penthouse Collection . . . The attention to detail transcends the standard for luxury accommodations in Beverly Hills. Starting at 830 square feet with the ability to connect to create a 3,725 square foot suite, the revamped Penthouse Collection gives guests remarkable residential space that can be used as the ultimate event locale, a luxurious urban retreat or a power-house office.

Always popular with the prominent and influential, the eighth floor has been host to every President from Johnson to Bush, foreign dignitaries and Hollywood stars. Today, the Penthouse Collection fuses the glamour of the past with the technology of the 21<sup>st</sup> century. While the reinvented Collection pays homage to The Beverly Hilton's rich cultural heritage, its most appealing features are the amenities and luxuries of the present, beginning with in-room technology that rivals the most advanced home theater systems. The Beverly Hilton selected the leading interactive television services provider in the lodging industry, LodgeNet Entertainment Corporation, to provide *LodgeNet SigNetureHDTV™* in every room.

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## 2-2-2-2 Penthouse Collection

Each suite is equipped with two 42-inch plasma televisions (individually placed in the bedroom and living room) as well as a 13-inch LCD screen in the spa bathroom, giving guests multiple opportunities to experience entertainment in its highest form. Each screen is accompanied by an elegant and easy-to-use Bose Home Theater System, complete with surround sound, which features a DVD player and proprietary technology ensuring optimum sound and picture quality.

While technology may be one appealing factor, the indulgent side of each guest will appreciate the unparalleled elegance, comfort and luxury of the Penthouse Collection. The suites feature a contemporary design scheme in one of three color palettes, which is carried through the suite's living room, dining area, bedroom and two bathrooms. The unique décor, custom furnishings and accessories in each room showcase an extraordinary attention to detail ranging from dragonfly-embroidered pillows to a leather-tufted arm chair and barrel table with antique-style drawer pulls. These uniquely designed suites provide nine distinctive experiences, ensuring that every time guests stay, they can discover something new and different within the Penthouse Collection.

The serenity of each spatial suite lies in the elaborate furnishings, finest linens from Fili D'Oro and Rivolta Carmignani, fireplace, floor-to-ceiling windows and sliding glass panels with panoramic city and Hollywood views. The California king-size beds integrate the room's color scheme with a lavish headboard canopy which pays homage to the hotel's original décor. Each spa bathroom features elegant tiger-marble imported from Italy in either black with white accents, gold with brown accents or white with grey accents. The serenity of the crafted Italian tile is the perfect backdrop to the bathroom's breathtaking views many of which featuring window-lined deep soaking bathtubs affording fantastic sunset views over Beverly Hills residential and the Hollywood Hills.

### 3-3-3 penthouse collection

“The Beverly Hilton has 101 beautifully designed suites, but these nine in particular epitomize residential luxury synonymous with Beverly Hills. The Penthouse Collection embodies the prestige and elegance The Beverly Hilton was known for when it opened over 50 years ago and is the perfect way to begin celebrating the reinvention of this legendary hotel” said General Manager, Denny Fitzpatrick.“

#### **About The Beverly Hilton**

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[www.beverlyhilton.com](http://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 new 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 award winning 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 property, Oasis West Realty redefined the luxury hotel to a level of sophistication synonymous with the Beverly Hills.

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