

PALOMAR™

SAN DIEGO
A KIMPTON® HOTEL

FOR IMMEDIATE RELEASE

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**KIMPTON'S HOTEL PALOMAR RE-LAUNCHES SE HOTEL;
REDEFINES HOSPITALITY APPROACH WITH ART, CULTURE AND STYLE**

SAN DIEGO, Calif. – Sept. 27, 2011 – Today Kimpton Hotels & Restaurants officially launched its Hotel Palomar San Diego, bringing new life to San Diego's downtown community with a commitment to local arts and cultural organizations and a goal of being an active part of an emerging cultural district north of Broadway.

Formerly the Se Hotel, the new Hotel Palomar San Diego boutique boasts 183 guestrooms, including 17 skyline suites and 20 luxury flats, featuring elegant textures, contemporary design and state of the art amenities. The hotel also offers a lavish roof deck lounge and infinity-edged pool, a spa and in-room spa services, a dramatic 19-foot floor-to-ceiling ballroom and more than 20,000 square feet of event space decorated with art from a wide array of San Diego artists.

With the new Hotel Palomar name also comes the Kimpton promise of unparalleled hospitality, extraordinary features and a genuine approach to making guests feel comfortable and cared for during their stay. Some of Kimpton's notable and innovative programs instituted at the hotel include: wellness offerings, a daily hosted evening wine hour, Kimpton's Forgot it? We've Got It! list of essential travel items, pet friend services and amenities, free WiFi for Kimpton InTouch members and Kimpton's signature brand of customer care.

Ideally situated at 1047 Fifth Ave., a half block north of Broadway in the heart of San Diego's emerging cultural district, Hotel Palomar San Diego encourages guests to revel in Art in Motion, the boutique's primary motif. The hotel will serve as an ever-changing gallery and stage for examples of the most intriguing San Diego visual art, performing art, fashion, literature, dance and architecture. From incorporating art throughout the hotel, to partnering up with local arts and cultural organizations on events and promotions, the Art in Motion theme connects with nearby institutions, including the

Museum of Contemporary Art, San Diego Opera, San Diego Symphony, San Diego Youth Symphony, House of Blues and many independent galleries.

As part of its commitment to being an art oasis for guests, Hotel Palomar will be partnering with several leading cultural organizations in the area to enhance the overall guest experience. One of the first programs in the works is collaboration with the Museum of Contemporary Art San Diego (www.mcasd.org). The hotel will offer custom-tailored room packages featuring tickets to the museum.

In addition to MCASD, Hotel Palomar San Diego plans to join forces with the San Diego Youth Symphony and Conservatory. The hotel's commitment to the San Diego Youth Symphony and Conservatory is a positive first step in supporting an organization focused on high-quality music training as well as giving back to community through extraordinary local programs.

"Kimpton and Hotel Palomar San Diego look forward to forging extensive connections with the San Diego community," said Mark Van Cooney, general manager of Hotel Palomar San Diego. "It is an important part of the Kimpton culture to give back in meaningful ways. We're very much looking forward to a promising partnership."

The hotel's culture of care and commitment to the community are not the only new developments. Last week, foodies welcomed a new restaurant and chef to Hotel Palomar's beautiful two-story restaurant venue. Saltbox Dining and Drinking, a New American gastro-lounge, led by Simon Dolinky, executive chef, opened its doors on Friday, Sept. 23, featuring a creative menu with the freshest seasonal ingredients transformed into "social plates" meant for sharing.

To celebrate the official launch date of the new Kimpton boutique property in San Diego, the hotel held an art-filled dedication ceremony today (Sept. 27), revealing a large scale rendering of the hotel by prominent local artist Grant Pecoff, in a style that combines his signature whimsical exaggerated perspectives, with graphic urban pop art (www.pecoff.com). Other participants of this event include members of the San Diego Youth Symphony and Conservatory (www.sdys.org) along with local mezzo-soprano Victoria Robertson.

"We are honored to be part of the transformation of this remarkably elegant space at the cultural gateway to the historical Gaslamp district, while also connecting with its surrounding community," stated Van Cooney. "We are committed to providing our guests with an authentic experience and personalized customer care while making a positive difference in our community."

Based in San Francisco, Kimpton Hotels & Restaurants is the leading boutique hotel company in the United States. Hotel Palomar San Diego will be Kimpton's 54th hotel in its collection of boutique hotels.

ABOUT HOTEL PALOMAR SAN DIEGO

Kimpton's Hotel Palomar San Diego is a stylish, urban retreat in the heart of downtown San Diego's cultural district. Ideally situated at 1047 Fifth Ave., a half block north of Broadway, for both business and leisure, Hotel Palomar San Diego offers fun and sophistication at the gateway to the historic Gaslamp quarter, providing guests a glimpse into San Diego's past while embracing its present. Featuring a contemporary style, this sophisticated boutique hotel draws inspiration from the world of art, showcasing the art of design, the art of hospitality, the art of urban living and the art of wellness, while reflecting the unique style of each guest. The hotel also offers guests a myriad of luxurious and

lifestyle-oriented touches, such as free Wi-Fi, a hosted evening wine hour, wellness and fitness options, personalized preferences through its Kimpton InTouch loyalty program, and even a companion goldfish upon request.

ABOUT KIMPTON HOTELS & RESTAURANTS

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. Celebrating its 30th anniversary in 2011, Bill Kimpton founded the company in 1981 and today it 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. Adjacent to the hotels are locally-loved, top-rated, destination Kimpton restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare program that spans all hotels and restaurants. Market Metrix, a recognized authority and leader in feedback solutions, consistently ranks Kimpton above other hotel companies in luxury and upper upscale segments for customer satisfaction. Privately held Kimpton operates 53 hotels and 53 restaurants in 23 cities. For more information visit www.KimptonHotels.com or call 1-800-KIMPTON.

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