



Introducing the New Preferred Hotels & Resorts
*Preferred Hotel Group Rebrands to Preferred Hotels & Resorts,
Expanding the Definition of Modern Luxury Travel*

SINGAPORE – March 5, 2015 – **Preferred Hotel Group**, a global collection of independent luxury hotels, today introduced its move from a multi-brand portfolio to one master brand, **Preferred Hotels & Resorts**. Leveraging the strong heritage of the Preferred name, this rebrand represents the company’s commitment to help travelers better identify the hotel that will provide them with a luxury experience in a fashion that meets their life and style preferences for each occasion. Travelers can now browse and book stays at any of the 650 hotels, resorts, and luxury residences represented within the Preferred Hotels & Resorts portfolio via a new brand website, www.PreferredHotels.com.

“In a time when travelers are overwhelmed by the multitude of new hotel brands, we are going back to the foundation on which our company was built to provide clarity during the travel planning process,” said Lindsey Ueberroth, President & CEO. “As one brand, Preferred Hotels & Resorts will more effectively serve today’s travelers as the world’s most trusted resource for unique, authentic, and memorable independent hotel experiences.”

Understanding that travelers have different objectives for each individual trip, each property within the new brand portfolio has been aligned with one of five collections -- Legend, LVX, Lifestyle, Connect, and Preferred Residences. Addressing evolving consumer expectations and changing travel trends, the collections provide a more intuitive way for travelers to search, consider, and book travel by defining hotels based on the type of luxury experience they offer. On the brand’s new website, travelers can search for a hotel by collection or by other preferences such as hotel name, experience, location and price point.

“Our new branding empowers today’s dynamic travelers to determine exactly what will make each trip feel luxurious, expanding the definition of luxury travel beyond the confines of traditional perceptions such as white gloves or stars,” said Ueberroth. “By doing so, Preferred Hotels & Resorts will set new standards for traveling well.”

Whether choosing an iconic destination resort for a milestone family celebration or a well-located hotel with personalized service for a quick business trip or a sleek city-center hotel for a weekend getaway with friends, all guests of Preferred Hotels & Resorts will experience the high quality standards and unparalleled service levels that every hotel in the portfolio is required to maintain by the Preferred Hotels & Resorts Integrated Quality Assurance Program, which combines traditional on-site inspection scores with real-time social media reviews.

To further enhance their independent hotel experience, travelers can enroll in the **iPrefer** guest loyalty program, which rewards members with points redeemable for free nights and other expenditures, elite

status, and special benefits such as complimentary Internet upon every eligible stay at more than 550 participating properties worldwide.

To experience the new Preferred Hotels & Resorts and to browse the brand's worldwide portfolio, visit www.PreferredHotels.com.

About Preferred Hotels & Resorts

Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 650 distinctive hotels, resorts, residences, and unique hotel groups across 85 countries. Through its five global collections, Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their life and style preferences for each occasion. Every property within the portfolio maintains the high quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. The **iPrefer**[™] guest loyalty program, Preferred ResidencesSM, Preferred FamilySM, Preferred PrideSM, and Preferred Golf[™] offer valuable benefits for travelers seeking a unique experience. For more information, visit PreferredHotels.com.

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