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HOTEL Zetta

SAN FRANCISCO

HOTEL ZETTA SET TO OPEN AS SAN FRANCISCO'S NEW CREATIVE AND CULTURAL HOT SPOT

SAN FRANCISCO (January 10, 2013) – Viceroy Hotel Group announces the launch of Hotel Zetta San Francisco, a dynamic hub where work and relaxation co-exist. The 116 room hotel is positioned in the iconic convergence of SoMa, Mid-Market, and Union Square. An extensive transformation is underway, with Hotel Zetta's opening scheduled for February 2013 marking the first significant new opening in the San Francisco hotel landscape since 2008.

Acquired as the former Hotel Milano in early 2012 by Pebblebrook Hotel Trust, the property is managed by Viceroy Hotel Group and being introduced as part of the Group's Urban Retreat Collection. The hotel, ready to create positive disruption in the hotelscape of San Francisco, will become the most relevant enclave in the city for savvy travelers, culture seekers and localists looking for stylish accommodations and dynamic gathering spaces to work and play. In a city of bold contrasts and timeless originals, Hotel Zetta stands out. The witty fusion of yesterday and tomorrow will lure discerning tastes from around the globe, as well as leaders from SoMa's thriving tech, fashion, and art communities.

Conceived by world renowned and award winning Seattle-based hospitality interior design firm Dawson Design Associates, Inc., the hotel incorporates eclectic and sustainable architecture, technological and recycled elements, and upscale ultramodern chic furnishings. "Our goal with Hotel Zetta is to create a rejuvenating environment," said Sheehan. "Every aspect of the hotel is designed to feel playful and distinct, yet productive and work-conducive."

Hotel Zetta San Francisco, originally built in 1913, will open in late February 2013, celebrating the 100th year of the building's existence. "The property creatively blends recycled and reused materials into its design, resulting in something entirely new and exciting," said Benjamin Duverge, General Manager of Hotel Zetta. "By combining these innovative design features with unique programming, our guests will have an unparalleled experience."

Not accepting of any mediocrity, Hotel Zetta has established an unparalleled culinary partnership which it will officially announce in the coming weeks. Slated to open later this year, the concept will offer a refreshing approach embodying a true San Francisco culinary experience.

The hotel is offering an **Underground Access** opening rate starting at \$175, available for tastemakers and travel connoisseurs to have first access in experiencing the property. Offer based on availability and a limited time.

About Hotel Zetta: Located at the iconic convergence of San Francisco's Union Square, SoMa and Financial Districts, Hotel Zetta is perfectly situated to experience the best of San Francisco's fashion, arts, technology and music scene. The property effortlessly combines state-of-the-art amenities with intuitive service, creating memorable experiences for guests. Hotel Zetta is ideally located for connecting authentically with San Francisco's leading-edge cultural and business communities. Amenities include 116 guestrooms, including a variety of Junior and Premier Studio Rooms, 2,760 square feet of meeting and event space, and the ultimate Game Lounge. Hotel Zetta is located at 55 5th Street in San Francisco, California. For reservations, please call 415-543-8555 or visit the hotel's web site at www.hotelzetta.com. Follow Hotel Zetta on <u>Facebook</u> and Twitter.

About Viceroy Hotel Group: <u>Viceroy Hotel Group</u> delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Istanbul and Bodrum, Turkey.

About Pebblebrook Hotel Trust

Pebblebrook Hotel Trust (NYSE:PEB) is a publicly traded real estate investment trust ("REIT") organized to opportunistically acquire and invest primarily in upper upscale, full-service hotels located in urban markets in major gateway cities. The Company owns 25 hotels, including 19 wholly owned hotels with a total of 4,615 guest rooms and a 49% joint venture interest in six hotels with a total of 1,733 guest rooms.