

## "The Ultimate Romance" Offer for Lovers on Valentine's Day and throughout 2013

BEVERLY HILLS, CA., January 14, 2013—Over the top and up in the air with "The Ultimate Romance" offer from L'Ermitage Beverly Hills.

Nowhere is luxury and indulgence more extravagantly expressed than in internationally famous Beverly Hills. At the epicenter is L'Ermitage Beverly Hills, the esteemed Forbes Five-Star and AAA Five Diamond award hotel, where legendary lovers Richard Burton and Elizabeth Taylor were once in residence. With the new L'Ermitage "Ultimate Romance," couples may indulge in an experience that will forever mark their romance with legendary style.

"The Ultimate Romance" offer is available for lovers not only on Valentine's Day but throughout the year beginning February 1.

The "Ultimate Romance" experience includes:

- Two nights accommodations in a luxurious guest room suite
- Round trip private car service to and from LAX or other destinations in Los Angeles
- Guest room welcome amenity of 12 dozen roses and bottle of Dom Perignon
- Full American breakfast for two daily in the privacy of your guest room or LIVELLO restaurant
- Dinner for two one evening in LIVELLO \$250 voucher. (The restaurant is closed on Sunday and Monday evenings. For a Sunday or Monday reservation dinner is offered from in-room dining or in LIVELLO Lounge.)
- 50-minute Orbic Helicoptor flight for two persons and 30 minutes of private time on mountain plateau (minimum of 24-hour advance booking required)
- Hair styling session for two at Salon Benjamin of Beverly Hills
- Private showing and consultation with jeweler from Neil Lane Jewelers

The extravagance begins with private car transportation to the hotel via Wilshire Limousine from LAX or other Los Angeles area destinations.

Sweetening the car trip are chocolates by the renowned Vosges Haut Beverly Hills.

Upon arrival to the hotel, a L'Ermitage manager will escort guests directly to their suite adorned with a spectacular display of twelve dozen roses and a bottle of perfectly chilled Dom Perignon. (A selection of guest suites are available beginning with a one-bedroom grand luxe suite and culminating in the truly spectacular three-bedroom presidential suite. Prices and availability vary).

To properly prepare for this affair to remember, chauffeured transportation brings the couple to Salon Benjamin of Beverly Hills for personalized hairstyling sessions. After getting red-carpet ready, guests will experience a personal consultation and jewelry showing with a representative from Neil Lane Jewelers.

To elevate the occasion further, Wilshire Limousine will chauffeur the couple to Santa Monica's private airport to board an Orbic Helicopter for a sky-high tour soaring over iconic landmarks of Los Angeles, then heading west flying over the world-famous beaches of Santa Monica and Pacific Palisades. After seeing the sites from **XXXXX** feet the pilot will set down on a secluded mountain plateau overlooking the dramatic views of Malibu beach and the perfect setting for a declaration of love, proposal or engagement.

Dinner at LIVELLO, the evening of guests' choice, offers an inspiring menu of Asian and Italian cuisine prepared by chef de cuisine Benjamin Dayag. Renown for impeccable service and elegant decor the restaurant has long been a favorite of international travelers and residents of Beverly Hills. The elegantly domed dining room, complete with signature Sycamore paneling, features a two-story wall of glass that overlooks a garden patio.

After dinner guests return to the comfort and privacy of their suite where his-and-hers Bedhead pajamas are laid out and waiting. The following morning in legendary style, breakfast is served, in bed if preferred, by L'Ermitage butler service.

The "Ultimate Romance" offering is available beginning at \$7000, exclusive of taxes and gratuities, depending upon guest room category selected. Concierge service is available to assist with additional special requests. Additional charges may apply for items not outlined above. The offer is subject to availability through December 30, 2013. For reservations or additional information contact L'Ermitage Beverly Hills 877.235.7582.

## **About L'Ermitage Beverly Hills**

L'Ermitage Beverly Hills is one of LA's finest luxury hotels, embodying the spirit of a sophisticated private club and a gracious urban residence. Serenely situated on a tree-lined residential street, the hotel is a short stroll from the bustle of Rodeo Drive. Impeccable service combined with acclaimed dining and lounges, a rooftop pool retreat, an intimate spa, and spacious guest rooms featuring French doors to step-out balconies, complete this exceptional experience for which guests return often.

Since 2000, L'Ermitage Beverly Hills has earned the rare dual designation of the Forbes Five Star and AAA Five Diamonds awards.

For more information or reservations at L'Ermitage Beverly Hills, telephone 877 235 7582.

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## **About Viceroy Hotel Group**

Viceroy Hotel Group 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. For information on Viceroy Hotel Group, visit <a href="https://www.viceroyhotelgroup.com">www.viceroyhotelgroup.com</a>

For Media Information Contact Gabriela Knubis Knubis Communications 707-265-7783 gabriela@knubis.com

For Hotel Information Contact Alicia Dill Director of Sales L'Ermitage Beverly Hills Tel: (310) 385.5390

Alicia.Dill@viceroyhotelgroup.com