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TIDES RIVIERA MAYA COMPLETES A MAJOR RENOVATION AND REBRANDS AS VICEROY RIVIERA MAYA

Riviera Maya, Mexico, January 11, 2012 – The completion of a major renovation of The Tides Riviera Maya has elevated the resort to a new level of luxury, and with these significant improvements Viceroy Hotel Group has added the property to its luxury Viceroy Hotels and Resorts portfolio.

The property is now the Viceroy Riviera Maya (www.viceroyrivieramaya.com).

"The renovation has transformed the Viceroy Riviera Maya, making it even more comfortable, luxurious and enjoyable," said General Manager Pedro Lara, adding, "We are an ideal fit with the Viceroy portfolio because of our mutual emphasis on outstanding personalized service, beautifully appointed accommodations, signature amenities and sophisticated dining."

The renovation of the all-villa resort, set on the turquoise waters of the Caribbean and immersed in a jungle ambiance, included:

- 11 new luxury villas with plunge pools, including the resort's first beachfront and ocean-view villas. The 11 new villas increased the resort's total to 41 villas.
- A new entrance, motor court and reception area, bringing a sense of arrival that is more welcoming and convenient.
- A new casual restaurant, the Coral Grill, located at the sand's edge featuring a Mexican-Mediterranean menu cooked on wood-burning grills.
- A reconfigured and remodeled La Marea, now a fine dining restaurant located on a romantic sea-view loft with a new menu of refined Mexican cuisine accented with international influences.
- Revamp of the lounge to create the Library Lounge with a luxurious residential feel, a lending library and intimate seating areas where guests can relax and enjoy favorite beverages and snacks.
- Revitalization of the interiors of the original 29 villas including new lighting, furniture and décor accents.
- Complete renovation of the interior of the Presidential Villa and redesigning the landscaping to open up an ocean view.
- A new fitness center with an ocean view and state-of-the-art workout equipment.
- A new retail boutique offering a wide range of resort and personal products.

The Viceroy Riviera Maya is a serene hideaway that merges every luxury amenity with dramatic sea and jungle, bringing together the best of the destination. The restaurants, lounge, swimming pool, fitness center and lawns with day beds are set by sugary white sands lapped by the warm Caribbean. The villas, except for the new beachfront and ocean-view villas, are immersed in a jungle ambiance dense with ferns, palms and guava trees that is the playground of a resident family of friendly spider monkeys. Every villa features a completely private patio and plunge pool, outdoor shower, and a high-ceiling, thatched-palapa roof that resonates with the jungle environment. Guests arrive to a Mayan Blessing, performed by the Mayan shaman on staff, releasing you from your cares and worries into a new, relaxed beginning at the resort. At the spa, Mayan healing techniques and traditions infuse every aspect of the guest experience.

The six-acre resort is on the Caribbean coast of Mexico's Yucatan Peninsula 40 miles south of Cancun and its international airport, and three miles north of popular Playa del Carmen, known for its beach scene, restaurants, boutiques and nightlife. Guests may stroll miles of beautiful white-sand beach along the spectacular Riviera Maya coast. The resort has its own pier where guests sunbathe, enjoy massages, savor romantic dinners, and may be conveniently picked up by boat for snorkeling, diving and other excursions. Opened in 2002, the resort originally was called Ikal del Mar, becoming The Tides Riviera Maya in 2006. For additional information on the Viceroy Riviera Maya or to make a reservation: toll-free 866-332-1672 or reservations@viceroyrivieramaya.com.

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. The current portfolio of managed properties includes two luxury brands, Viceroy and The Tides. Viceroy Hotels & Resorts exemplify a passion for authentic, visionary design and personalized service. Signature Viceroy amenities and services created for the brand's diverse business and leisure quests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current Viceroy properties include hotels and resorts in Santa Monica, Palm Springs, Miami, Anguilla, Snowmass, Colorado, Mexico's Riviera Maya and Yas Island in **Abu Dhabi** with forthcoming openings in Beverly Hills (in what is currently L'Ermitage Beverly Hills), the Maldives and Bodrum, Turkey. The Tides brand offers chic beachfront backdrops that inspire reconnection through cultural experiences delivered with style and spirit. Every Tides destination interprets indigenous cultural elements, expressed in each property's décor, cuisine, and spa. The Tides collection includes resorts in Mexico's **Zihuatanejo**, as well as upcoming developments on **St. Lucia** in the Caribbean, which is currently operating as Jalousie Plantation. The Urban Retreat Collection includes Avalon Hotel in Beverly Hills, Maison 140 in Beverly Hills, and Sheraton Delfina in Santa Monica.