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MEDIA CONTACTS:

Andrea Sun
SLS Hotel at Beverly Hills
310.246.2092 / andrea.sun@luxurycollection.com

Daniella Weinberg
The Luxury Collection Hotels & Resorts
212.380.4005 / daniella.weinberg@starwoodhotels.com

**SLS HOTEL AT BEVERLY HILLS ANNOUNCES GOSLSHOTEL,
NEW INNOVATION IN SMARTPHONE APPLICATIONS**

***SLS HOTEL CONTINUES TO CREATE A NEW PARADIGM IN LUXURY HOSPITALITY
WITH THE LAUNCH OF ITS CUSTOMIZED MOBILE CONCIERGE SERVICE***

(Los Angeles, CA – February 1, 2010) SLS Hotel at Beverly Hills, a Luxury Collection Hotel, announces today the launch of its unique smartphone application, GoSLSHotel, developed by Runtriz, offering its guests the luxuries of a mobile concierge and instant access to all hotel services. SLS Hotel guests will enjoy extraordinary, personalized experiences while making real-time requests for hotel services such as in room dining, restaurant reservations or housekeeping from the comfort of their guestroom or from outside of the hotel.

With the addition of the GoSLSHotel app to the myriad of amenities and services, guests of SLS Hotel will have the ability to perfect each and every detail of their stay. From reserving spa appointments while lounging poolside to scheduling in room dining for that evening while off property, the mobile concierge of GoSLSHotel will ensure a highly personalized experience, driven by the actual guest. The application also can be used to access preferred reservations at the hotel's four-star restaurant, The Bazaar by José Andrés, to set up a personal training session at the fitness center, or to request turn down service from housekeeping. SLS guests on the go will enjoy the ability to check out of the hotel with their luggage picked up and car pulled up in the driveway, with just the touch of a button. In addition, guests who are planning their next stay in Los Angeles will be able to consult the SLS Concierge, prior to or after their stay, for expert recommendations. With the GoSLSHotel mobile concierge service, users will enjoy preferential access to exclusive recommendations and reservations for all of the most sought-after restaurants, nightlife and attractions in Los Angeles.

The GoSLSHotel app, a web-based application, is compatible with any smartphone, including the iPhone and Blackberry. It is available for all hotel guests as well as users who are not yet guests, but who wish to utilize the application and enjoy the benefit of the concierge recommendations. Hotel guests without a smartphone will have access to a stable of customized iPod Touches, allowing them to experience the GoSLSHotel app during their stay at SLS Hotel. Additionally, the application has been designed as a means to further SLS Hotel's green initiative by allowing many hotel functions to switch from paper to electronic data. Among the numerous features of the GoSLSHotel application is the ability for guests to send personal messages to the staff regarding their experience. The application will further increase the ability of the hotel to deliver unparalleled service with speed and efficiency as never before.

Having opened in November 2008, SLS Hotel at Beverly Hills, a Luxury Collection Hotel, introduces dynamic new concepts for dining and guest services with 297 rooms and suites that go well beyond the notion of 'interior design' into works of art. Created by some of the world's most talented minds, SLS delivers a truly evolved luxury hotel experience for today's global explorer exclusive design by Philippe Starck, a culinary program crafted by Spanish Chef José Andrés, and the vision of SBE CEO Sam Nazarian. Since its inception, SLS has been recognized with coveted honors such as inclusion in Conde Nast Traveler's "Hot List" and Travel + Leisure's "It List," winner of the Virtuoso Best of the Best Award's "Best Achievement in Design" and an AAA four diamond rating. These accolades are accompanied by a year of acclaim for The Bazaar, resulting in an unmatched four-star review from the Los Angeles Times, Esquire magazine's "Restaurant of the Year" and "Top Newcomer" in the 2010 Zagat guide for Los Angeles.

To access the GoSLSHotel application, please visit www.goslshotel.com.

ABOUT SLS HOTEL AT BEVERLY HILLS

Located at the crossroads of Beverly Hills and Los Angeles, SLS Hotel at Beverly Hills, a Luxury Collection Hotel, is the first property to debut in the new SLS Hotels brand from SBE. Challenging every traditional convention of luxury hospitality, SLS Hotels is built upon the fundamental principles of discovery, humanity, elegance and authenticity. The 297-room SLS Hotel at Beverly Hills opened its doors in November 2008 as part of The Luxury Collection Hotels & Resorts brand, managed by Starwood Hotels & Resorts Worldwide, Inc., with design by Philippe Starck, a culinary program crafted by Spanish chef José Andrés, and custom-curated retail by Moss. The seven-story hotel features 61 luxuriously appointed suites, including seven lifestyle suites with Technogym Kinesis Personal equipment and 32 allergen-resistant Pure rooms. Innovative and eclectic dining reaches new heights at The Bazaar by José Andrés, a collection of magical dining and lounge experiences woven into a modern-day indoor piazza. Groups and social events thrive in more than 30,000 square feet of indoor/outdoor function space and 12,000 square feet of dedicated meeting space. SLS Hotel at Beverly Hills has also debuted its unique new spa concept, Ciel Spa at SLS, which combines the luxury of a full-service spa with the whimsy of Philippe Starck design. With matchless synergy, SLS guests receive preferential access to The SBE Collection of some of the city's most sought after restaurants, nightclubs and lounges. For more information, please visit www.slshotels.com.

ABOUT THE LUXURY COLLECTION HOTELS & RESORTS

The Luxury Collection is a selection of hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Magnificent décor, spectacular settings, impeccable service and the latest modern conveniences combine to provide a uniquely enriching experience. Today, The Luxury Collection is a glittering ensemble of more than 70 of the world's finest hotels and resorts in more than 30 countries in bustling cities and spectacular destinations around the world. The

Luxury Collection includes award-winning hotels that continuously exceed guest expectations by offering unparalleled service, style and class in some of the most desired destinations in the world. Most recently, Mystique, a Luxury Collection Resort, was honored with the 2008 Travel + Leisure Design Award for Best Small Resort in the world. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information, please visit www.luxurycollection.com.

ABOUT RUNTRIZ

runtriz™ uses technology to improve businesses. Based in Los Angeles, runtriz™ develops interactive technology focused on process re-engineering that allows their partners to provide customers with unparalleled service. Along with runtriz™ proprietary reporting engine, businesses can now view consumer behavior in real-time and employ a pro-active service model. For more information go to www.runtriz.com

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