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KIMPTON'S EPIC MAKES 2009 THE SUMMER OF PLAYCATIONS IN MIAMI

"Playground" Campaign Celebrates the Fun of Summer

With Summertime Games, Sangria Daily and More

MIAMI, Fla., May 11, 2009 – EPIC, Kimpton's new luxury lifestyle, waterfront boutique hotel in downtown Miami, is celebrating summer with Kimpton's Summer Playground campaign full of fun freebies, from Memorial Day Weekend to Labor Day. Travelers staying at EPIC will enjoy complimentary amenities and playful summer-themed offerings, in addition to being able to book a special value-added Summer Playground package. Guests can escape economic doldrums with guilt-free summer splurges such as:

- **Game for upgrades:** Guests can try their luck at receiving a free upgrade at check-in (based on availability) by playing Rock, Paper, Scissors.
- **Sangria Happy Hour:** EPIC's wine hour is spiced up with sangria. Sip, sing and snack with complimentary sangria and bites, while listening to summer-themed tunes.
- **Play dirty or play nice:** Guests pick their fun with "Play Dirty" and "Play Nice" themed cocktails, available for purchase at Area 31, EPIC's restaurant located on the 16th floor.
- **Game on:** Get competitive with summertime games at Wine Hour, such as a virtual Wii golf, baseball or tennis games.
- **Tag, you're it!** Grab a Playground-themed luggage tag in the hotel lobby.

Travelers on the lookout for an affordable summer getaway can book the Summer Playground package, which includes:

- Deluxe overnight accommodations
- \$25 food & beverage credit
- Complimentary in-room movie and popcorn

-more-

“With the stress and strain of the economy, we want to encourage travelers to get out of the house this summer and have some fun,” said Niki Leondakis, chief operating officer at Kimpton. “These playful amenities cost our guests nothing, and are just another way that Kimpton is bringing fun back to travel, by adding value to our hotel experience and creating memorable summer vacations.”

The complimentary Summer Playground amenities and hotel package are available for travel from May 22 through September 7, 2009. Summer Playground package rates start at \$199 per night and are based on availability. Reservations can be made at www.epichotel.com, and entering **PLGD** in the rate code box, or by calling 305-424-5226 and requesting the Summer Playground package.

Managed by Kimpton Hotels & Restaurants, EPIC is located at the edge of the Miami River and Biscayne Bay, and combines the timeless style of a cosmopolitan boutique hotel with the amenities of a resort to create a sophisticated recreation oasis for guests amidst the energy and pulse of Miami. EPIC is located just short distance from area beaches, local shopping districts, and a thriving arts and culture scene, with many museums, restaurants, shops and theaters within walking distance.

EPIC is located at 270 Biscayne Blvd Way. For more information or reservations, please call (866) 760-3742 or (305) 424-5226 or visit www.epichotel.com.

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ABOUT EPIC

A member of the award-winning San Francisco-based Kimpton Hotels & Restaurants, EPIC is located at the edge of the Miami River and Biscayne Bay, and combines the style of a cosmopolitan boutique hotel with the amenities of a resort to create a sophisticated oasis for guests amidst the energy and pulse of Miami. The hotel's 411 rooms and suites are artfully designed by Cheryl Rowley, with furnishings that convey an understated sense of cool, and all feature private balconies that provide inspiring views of the city and bay. Hotel offerings include a 13,752-square-foot wrap-around pool deck with private cabanas; Area 31 restaurant, offering premium seafood with a Mediterranean influence; a spa and fitness center operated by Exhale; River Lounge, a new waterfront lounge that opened in March 2009; 11,000 square feet of indoor meeting and event space; and a private marina.

ABOUT KIMPTON

San Francisco-based Kimpton Hotels & Restaurants, a collection of boutique hotels and chef-driven restaurants in the US and Canada, is an acknowledged industry pioneer and was the first to bring the boutique hotel concept to America. Founded in 1981 by Bill Kimpton, the company is well-known for making travelers feel welcomed and comfortable while away from home through intuitive and unscripted customer care, stylish ambience and having a certain playfulness in its approach to programs and amenities. Each hotel provides a range of exciting culinary experiences through locally-loved, top-rated, destination, chef-driven restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare programs that span all hotels and restaurants. Privately held Kimpton has

consistently earned the highest ranking customer satisfaction scores by the Market Metrix Hospitality Index, exceeding other hotel companies including those in luxury and upscale segments. Among the company's newest properties are Lorien Hotel & Spa and restaurants BRABO by Robert Wiedmaier and BRABO Tasting Room in Alexandria, VA, which opened in February 2009. Currently, projects are underway in New York City, Philadelphia, Atlanta, Baltimore and Chicago. For more information, please visit www.KimptonHotels.com or call 1-800-KIMPTON.