

KOR HOTEL GROUP ARRIVES ON MEXICO'S PACIFIC COAST WITH ACQUISITION OF VILLA DEL SOL RESORT

- Beachfront hideaway resort on Mexico's Zihuatanejo Bay represents luxury hotel group's first presence outside that country's Caribbean coast -

March 6, 2007 (Los Angeles) – Kor Hotel Group, the Los Angeles-based luxury hotel operator, brings its management expertise to one of the most captivating shorelines along Mexico's magnificent Pacific Coast. Known for its signature fusion of innovative design, luxury amenities and superior service, Kor Hotel Group has acquired the Villa del Sol resort located just outside the authentic fishing village of Zihuatanejo along the sheltered shores of Zihuatanejo Bay and four miles south of the resort destination of Ixtapa. Admired for its "laid-back atmosphere and polished rooms" by *Travel + Leisure* magazine and listed on *Condé Nast Traveler's* 2007 "Gold List," Villa del Sol is a romantic hideaway, reclining along sugar-white sands. "The acquisition of Villa del Sol allows us to extend our presence from the quickly-developing Mayan Riviera on Mexico's Caribbean side to the classic destination regions around Ixtapa on its Pacific edge," said **Jeffrey Smith**, COO of The Kor Group. "As Kor's fourth venture in Mexico, after Ikal del Mar near Playa del Carmen and our upcoming Viceroy Riviera Maya Resort & Residences and Tides Playa del Carmen, this purchase reinforces our commitment to Mexico. This singular property, as conceived by its visionary creator Helmut W. Leins, aligns beautifully with our growing portfolio of international hotels and resorts." Thirty-five luxurious guestrooms and 35 suites are housed in two-story, adobe-inspired *casitas*, tastefully decorated with local Mexican art and clad in vibrant colors, reflective of the tropics. Located just footsteps from a palm-studded beach, each room is unique in design and features a private terrace. Suites include intimate outdoor infinity-pools for soaking up the views. The resort's terracotta-tiled villas and thatched *palapa* cabanas merge with the green sea of rustling coconut palms, tropical gardens and gentle waterfalls that enfold it. A private beach that stretches along one-thousand feet of azure waters on the resort's splendid Pacific coastline is strewn with teak lounge chairs and exclusive *palapas*. Four swimming pools, including a 60-foot lap pool and inviting infinity pool, poised at water's edge as if spilling directly into the sea, provide a playful palette for guests' enjoyment. Kor Hotel Group's immediate plans include the conversion of the property's intimate spa into a world-class spa with expanded facilities and menu of services. Area activities are abundant and include tennis, golf, scuba diving, snorkeling, horseback riding, wind surfing, deep sea fishing and water skiing. Relaxed contentment is made complete with award-winning Mexican Pacific cuisine at two gourmet dining venues and the convivial ambience of three bars. In the late 1970s, Helmut Leins, a young adventurous German engineer, was intrigued by the sheltered shores of Zihuatanejo Bay where he discovered Playa La Ropa and started Villa del Sol which he continually enlarged and upgraded. As a result of Leins' dedication and devotion to the property over three decades, Villa del Sol blossomed into one of Mexico's premiere hideaways. Villa del Sol's unique past and promising future ensure it will become one of the Kor Hotel Group's most sought-after and intimate resort destinations.