

Date: February 11, 2009

Location: Los Angeles Area

Profile: 135 rooms, restaurant, lounge, and 5,000sf meeting/banquet space. Hotel is currently operating and financially successfully in the three-star segment. Owner has secure funding and a reasonable budget for a complete property improvement plan. The upgrade program is to gain a solid four-star status. Commitments are set for completion by October 31, 2009.

Owner: Hotel is independently owned and has been debt free for more than five years.

Operator: The preferred operator will be capable of providing

- Technical services support during the renovation and upgrading period
- Strong marketing support to establish the hotel in the four-star market
- Operating expertise in markets that compliment Los Angeles

In addition, criteria for the selected operator will include but may not be limited to the following:

1. Track record in opening and operating quality boutique hotels
2. Experience with properties of design and architectural significance
3. Express enthusiasm for the hotel that is consistent with the Owner
4. Brand awareness and loyalty among high-end travelers
5. A network that can successfully sell the hotel in its main feeder markets
6. Ability to sustain an exceptional food & beverage offering
7. Ability to demonstrate a consistently high standard of service
8. Experience with spa and leisure facilities
9. Ability to deploy experienced management, chef and other key personnel
10. Over-all quality and Industry ratings (Mobil, AAA, Guest Satisfaction Reports)

RFP Process: To demonstrate your interest in this opportunity, please submit a summary of your proposed contractual terms and evidence of your company's performance against the above criteria. Please also summarize the key benefits that you believe your company would provide to the immediate neighborhood and to the Owner. Please include some information about your specific approach to this opportunity. Please submit your information before February 21, 2009.

Please send your information via hard copy and email to:

John Sears
Boutique Hotel Advisors
140 Ocean Drive, 2nd floor
Miami Beach, FL 33139 USA

Email John.Sears@BoutiqueHotelAdvisors.com.

John is available to provide support to you during the process. He will arrange site visits for the short-listed companies and schedule presentations to the Owner. Our goal is to select and sign an operator LOI by March 14 and finalize the terms and conditions by March 31.