



For Immediate Release

Virgin Hotels Appoints Vice President of Sales and Marketing

NEW YORK, April 18, 2013—Virgin Hotels, the four-star lifestyle hotel brand, announces the appointment of Doug Carrillo as Vice President of Sales and Marketing.

“Doug is one of the few sales and marketing executives in the industry today with a keen understanding of lifestyle and branded hotels and the corresponding nuances of both genres,” said Virgin Hotels CEO Raul Leal. “We are currently leveraging the momentum of our numerous property deals, making it the perfect time for Doug to introduce Virgin Hotels to business and leisure travelers. His insight and leadership will enable us to finally welcome Virgin’s 60 million global customers to sleep, play, and eat at a Virgin Hotel.”

Carrillo said, “I’ve always admired the Virgin brand and its ability to engage with customers with such a unique blend of humor, intelligence and heartfelt service. I look forward to being part of the founding team that will redefine and transform the lifestyle hotel experience in much the way Virgin has done so successfully in other sectors throughout its history.”

Carrillo has more than 28 years of experience in the hospitality industry and has served in senior executive sales and marketing positions with Morgans Hotels Group, Desires Hotels, Carnival Hotels and Casinos, and Interstate Hotels. He has significant operating experience through top General Manager positions in four and five star hotels. At Morgans Hotels Group, Carrillo was directly responsible for overseeing the sales, marketing and revenue management disciplines for the famed Delano, Shore Club, and Mondrian Hotels. In 2002, he co-developed Desires Hotels and helped grow the portfolio from 4 to 24 modern boutique hotels ranging in size from 40 to 600 rooms. As Senior Vice President of Sales and Marketing and a founding partner at Desires Hotels, Carrillo developed an energetic sales and marketing culture and robust solutions for e-commerce and revenue management that led to significant REVPAR premiums across the portfolio. In 2009, he received the prestigious “Adrian Award” from HSMAI for “Best Website Design” and was honored as one of the “Top Twenty Five Sales & Marketing Minds” in the hotel industry. Carrillo graduated with a Bachelors of Science in Hospitality Management from Florida International University.

Virgin Hotels Chicago is currently under construction and scheduled to open in the spring of 2014. Additional locations under consideration for Virgin Hotels properties include Dallas, Los Angeles, Miami, New York, Palm Springs, San Francisco, Washington DC, London, and others.

About Virgin Hotels

Virgin Hotels is a four-star lifestyle hotel brand in its initial development stage of acquiring, developing and managing properties in the US. The group seeks new development and conversions of existing hotels or office properties in major urban markets. Parties interested in partnering with Virgin Hotels may contact the company at www.virginhotels.com or (212) 966-2310.

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