



For Immediate Release

Virgin Hotels Appoints Vice President of People

NEW YORK, July 30, 2013—Virgin Hotels, the four-star lifestyle hotel brand, announces the appointment of Clio Knowles as Vice President of People.

Prior to Virgin Hotels, Knowles served as Vice President, Global Human Resources with Kerzner International, one of the most successful hospitality companies and a leading international developer and operator of destination resorts, casinos and luxury hotels, including the One&Only chain, with over 17,500 employees globally. Knowles served as a business partner to global operations to develop human resource strategies, programs and services for each property, was responsible for strategic oversight of compensation programs across Kerzner, and provided strategic guidance and support on labor relations issues in Europe and the US. Knowles also led the strategic development, implementation and management of recruitment, learning and development programs to attract and acquire top talent in Europe and handled HR matters related to the European regional sales offices (UK, France, Germany & Russia). She is a Global Professional of Human Resources, SHRM and has a Bachelor of Arts in Liberal Arts from Barry University, Miami, Florida.

“If there is a secret sauce to the Virgin brand, it’s the people,” said Virgin Hotels CEO Raul Leal. “The brilliant hospitality and customer service that Virgin customers rave about around the world is why our brand is so beloved. Clio, with her extensive experience aligning global business strategies with culture, is a perfect fit and powerful addition to our growing team.”

“It is very exciting to be a part of such a passionate, people-centric brand here at Virgin Hotels,” said Knowles. “I look forward to bringing to life the brand ideal of working hard while having fun and keeping our customers satisfied!”

Virgin Hotels Chicago is scheduled to open in the summer of 2014, and a New York City property in the NoMad neighborhood will open in 2016. Other locations under consideration for Virgin Hotels properties include Dallas, Los Angeles, Miami, Palm Springs, San Francisco, Washington DC, London, and additional neighborhoods in New York City.

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 646-845-3494. Visit us at <https://www.linkedin.com/company/virgin-hotels>.

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