



For Immediate Release

Virgin Hotels Appoints Vice President of Accounting

NEW YORK, October 24, 2013—Virgin Hotels, the four-star lifestyle hotel brand, announces the appointment of Herbert Noll as Vice President of Accounting.

As the Vice President of Accounting, Herbert is responsible for creating and implementing the accounting and finance structure that allows for the growth and success for Virgin Hotels. He will also implement, direct and evaluate the financial operations activities of all Virgin Hotels to ensure compliance with applicable laws, policies, standard and procedures.

Prior to joining Virgin Hotels, Herbert held Vice President of Finance positions for Interstate Hotels & Resorts, Noble Investment Group, and US Standard Enterprises and was responsible for the overall accounting and finance operation of up to 15 hotels and three conference centers throughout the US. His strategic and tactical leadership and directions to ownership, management team and hotels increased efficiencies and operational results. Herbert has also held key operational and financial positions for Wyndham Hotels & Resorts both within the US and internationally.

“We are thrilled to add someone of Herbert’s qualifications to our team as we create a world class operating platform,” said Virgin Hotels CEO Raul Leal. “Our focus will be on delivering profit, and Herbert’s finance expertise will help lead the way.”

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.

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