

FOR IMMEDIATE RELEASE:

LE PARC SUITE HOTEL WEST HOLLYWOOD ANNOUNCES THE COMPLETION OF ITS MULTI-MILLION DOLLAR RENOVATION

West Hollywood, Calif. (April 13, 2012) – Centrally located in the heart of exciting West Hollywood with its reputation for being the “*home away from home*” for sophisticated business and leisure travelers, world-renowned entertainers, music groups, those engaged in the business of film, stage, screen and television, and fashion and interior design, Le Parc Suite Hotel today announced the completion of its \$7 million dollar renovation.

Each of the hotel's suites have received a complete renovation designed by Cynthia Forchielli and Helen Glynn, principals of Forchelli and Glynn LLC based in Los Angeles that creates a warm, inviting and relaxed atmosphere. The extra-spacious suites, each measuring a minimum of 650 sq. ft., have received all new wall and floor coverings in muted shades of gray, beds and bedding packages in tans and beiges, window treatments, contemporary furnishings including desks with connectivity for laptops and personal electronics, new lighting, artwork, and other touches. The look is contemporary, sophisticated, elegant and tasteful, with a style that is mature and enduring.

“When you factor in the size of Le Parc's accommodations, the fact that each comes with a fully-equipped kitchenette, a living area, a dining area, two flat screen TVs with access to high-definition programming and all the other amenities we provide, this renovation ensures that Le Parc maintains a stylish edge,” says John Fitts, President and CEO of OLS Hotels & Resorts, which operates the hotel.

“Le Parc’s sought-after location, steps from the Avenues of Arts and Design with a treasure trove of antique, furniture, decorator showrooms and art galleries, a block from La Cienega Blvd.’s famed Restaurant Row and close proximity to the colorful Melrose Avenue and Robertson Blvd., with their eclectic antique and chic clothing stores, makes the hotel an ideal spot from which to sample everything that West Hollywood and Los Angeles have to offer,” says Ira Kleinrock, Le Parc’s General Manager. “In addition, the Sunset Strip and Santa Monica Boulevard, with their diverse night life, Beverly Hills and Rodeo Drive, the most famous shopping district in America, and Hollywood, the “Film Capital of the World” are all close by. The hotel is in close proximity to the Beverly Center and The Grove at Farmer’s Market: two shopping meccas and is near to freeways, enabling guests to easily get to the beach areas as well as Downtown L.A.”

Travelers are invited to reserve these suites at Le Parc, to enjoy the new surroundings and to experience the ultimate in personalized service by calling the hotel at 310-855-8888 or sending an e-mail to reservations@leparcsuites.com.

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ABOUT LE PARC SUITE WEST HOLLYWOOD

Le Parc Suite Hotel is a true boutique hotel with its own unique character, style and the highest levels of personal service. Its 154 suites over three floors provide travelers with a range of accommodation options including Studio King Suites, Twin-Bedded Suites, Double Bedded Suites and One Bedroom Suites. Amenities include *Knoll at Le Parc*, an intimate and charming restaurant with seating for 32, which features foods created from the freshest and finest seasonal ingredients, the rooftop Skydeck,

with its heated swimming pool, cabañas, hot tub and tennis court, fitness center with state-of-the-art workout equipment, a 24-hour complimentary Business Center, and a complimentary house car service available to drop guests off at locations within a 3 mile radius of the hotel. The hotel is also offers pet-friendly accommodations.

ABOUT OLS HOTELS & RESORTS

OLS Hotels & Resorts is considered to be among the finest lodging management companies in the industry, with a diversified portfolio of hotels. Maintaining a focus on quality and sound management ensures that its values reflect a commitment to excellence. Among its portfolio are The Amaran Hotel Burbank, The Chamberlain West Hollywood, The Grafton on Sunset, and Le Montrose Suite Hotel.

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