



For Immediate Release

Design Hotels™ celebrates its new visual identity with sounds selected by Karim Rashid

Berlin, 25 October 2007 – As part of its commitment to design and strengthening the Design Hotels™ community, the international hotel group has launched a new corporate identity to include: a new logo, Design Hotels™ plaques for member hotels and the enhancement of its website www.designhotels.com.

The redesigned homepage is live as of 22 October and is a gateway for globetrotters, press, and investors to explore destinations, events and all 164 member hotels worldwide. Over 110 city pages now provide an introduction into the architectural highlights of each metropolis and offer the user a hand-picked selection of Things to Do. These are courtesy of those who know the destinations best: its member hotels.

In addition, a new Event Calendar provides inspiration for travel, focussed on art, architecture, design, fashion, culture, media and sports. Users of the site can store and receive reminders for special happenings, by registering at designhotels.com. Once an event is selected, the user is automatically presented with the availability at nearby member hotels.

The launch is kicked off with tunes compiled by star designer Karim Rashid. In seeking ways to further connect designers with hotels and guests, Design Hotels™ has launched the music webstream "Plazadesigners" in collaboration with music agency Heartbeats International™ and Scandinavian lifestyle magazine "Plaza Magazine". Each month will feature a progressive designer and those songs that make his or her heart beat. The webstream, available via plazadesigners.com, is free to listen to, and users have the option to purchase individual tracks through iTunes Music Store.

The visual enhancement of the Design Hotels™ website is one component of the company's new corporate identity. The enhanced logo also takes on a physical form as a new "Member of Design Hotels™" plaque.

Respecting each hotel's individuality, member hotels are encouraged to customise the plaques to match their own design concept. Envisioned are whimsical plaques by Marcel Wanders, futuristic surfaces by Ron Arad, or even natural materials that reflect ecological values. The company will also produce sleek versions in white corian.

The logo plaque will be provided to member hotels for mounting at their property's entrance. The plaque is a symbol of the Design Hotels™ community and will enable travellers to easily identify members of the group throughout the world.



Note to Editors:

Visit the website www.designhotels.com to experience the new features. For images of the logo plaques or additional information, please contact us:

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Company Information: Design Hotels™

Design Hotels™ represents and markets a hand-picked collection of more than 160 hotels in over 40 countries across the globe. Established in 1993, as the first of its kind, the company offers unparalleled specialist knowledge from conceptual branding through to market trend consultancy and international representation.

The member hotels are independently owned but united by a commitment to individuality, progressive design and cultural authenticity. Design Hotels™ embody the most advanced ideas in the hospitality industry and offer cosmopolitan travellers new options for both travel and inspiration.

Design Hotels™ provides services ranging from public relations and marketing to global sales and revenue & distribution management. As of 2007 the company has an expanded service portfolio to include consultation in hotel development.

The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali and Tokyo.

Design Hotels™ is a registered trademark of Design Hotels AG (a German Joint Stock Company).