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Viceroy Santa Monica Adds Two Eco Partners

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January 6, 2009 (Los Angeles) – Viceroy Santa Monica encourages resolutions to “go green” in 2009, then shows guests how luxurious their commitment can be with two new eco-business partnerships: GreenBliss EcoSpa and the alternative-fuel car service Econation. In celebration of the new amenities, and their contribution to Kor Hotel Group’s “Second Nature” initiative for environmentally sustainable operations, guests can now enjoy the eco-chic “By the Sea” package designed exclusively for Viceroy, complimentary local transportation with Econation, or, when driving an alternative-fuel vehicle, free parking for their entire stay.

Curatives for the Planet: Through GreenBliss EcoSpa, LA’s original eco-luxury spa service, Viceroy Santa Monica now offers a full menu of treatments for enjoyment in-room or poolside in a cabana, including therapeutic massages, facials and mani-pedi pampering. GreenBliss blends emerging green lifestyle and wellness trends with authentic spa rituals to offer a new approach to inner balance - respect for the planet. Treatments incorporate only products that are 100% natural, organic and sustainably harvested when possible, chemical-free, and procured from local artisans or owner-operated small businesses with fair trade practices. www.greenblissecospa.com

Green Light for Eco-cars: Through Viceroy’s liaison with Econation, guests ordering a chauffeured car will now get green service every time. LA’s alternative-fuel car service was founded to accelerate acceptance of eco-transportation by showing that green rides are as luxurious as any other. All vehicles are black with tinted glass and leather interiors, and feature digital audio/video entertainment, optional wireless Internet and a selection of healthy refreshments. The company’s all-new fleet includes Lincoln Town Cars from the CNG-converted (compressed natural gas) Executive L Series; hybrids like the Toyota Prius, GMC Yukon SUV and Lexus; hydrogen-fuel-cell Equinoxes from GM; clean-diesel Mercedes Bluetec luxury sedans; ethanol-filled and CNG-converted SUVs; and even CNG-converted shuttle buses for groups. www.econation.com

“By the Sea” is Viceroy’s exclusive eco-aware luxury package, designed specially for Viceroy guests. Combining the best of Viceroy, Econation and GreenBliss, it also offers a 20% savings. Package includes:

- * One night accommodations in City View Room
- * Roundtrip transfer from LAX in a Toyota Prius hybrid, provided by Econation
- * Two (2) signature in-room Fusion Massages (a blend of Swedish, Deep Tissue, and Shiatsu techniques combined with essential-oil aromatherapy) by GreenBliss EcoSpa
- * In-room breakfast for two from Whist restaurant
- * Listing of LA’s farmer’s markets
- * Total price is \$695 for first night, excluding tax and gratuity. Additional nights are \$313 each (includes room and breakfast). Valid through December 31, 2009. Based on availability; black-out dates apply.

To show additional support for clean-air efforts, Viceroy also offers complimentary rides with Econation within two miles of the hotel on weekdays, as well as extend complimentary parking to guests driving alternative-fuel vehicles, whether rented or their own.

Eco-curatives and eco-cars - just a few of the hotel’s ongoing efforts to unite city-smart style with responsible living.

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