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FOR IMMEDIATE RELEASE

VIS-À-VIS CREATIVE AND KIMPTON HOTELS: WE'LL TAKE MANAHATTAN

HSMAI Recognizes Vis-à-vis Creative Concepts and Kimpton Hotels & Restaurants for Great Meetings, Great Causes, and a Commitment to Environmental Responsibility

November 12, 2008

CHICAGO, IL – Vis-à-vis Creative Concepts is honored to receive a prestigious Bronze Adrian Award, to be presented in January 2009 at the annual Hospitality Sales and Marketing International (HSMAI) Awards in New York City.

The Adrian Award recognizes a creative and thoughtful direct mail effort that Vis-à-vis Creative developed for Kimpton Hotels & Restaurants. The Great Meetings Great Causes brochure is a vehicle wherein Kimpton and its clients can work together to serve their communities and the planet by hosting efficient, effective and socially responsible events.

The unique benefit of booking a meeting through the Great Meetings Great Causes initiative is the environmentally conscious set of “perks” that a client is rewarded with for booking with Kimpton. The purpose of the piece is to generate awareness about Kimpton Hotels & Restaurants’ commitment to environmental sustainability, incite repeat business in this sector, and as such, create more joint-effort opportunities to preserve our environment.

The piece was created to grow group meeting business by creating awareness of the value-added benefits that make this program distinct. The target audience was comprised of meeting planners, administrators and travel planners, a group responsible for booking small to mid-sized market sales on a national scale.

The brochure’s key message, that meetings can serve organizational interests as well as a wealth of eco-friendly causes, clearly resonated with meeting planners: in four months, Kimpton generated a 750% ROI, causing Kimpton to extend the program indefinitely. As long as planners continue to show an interest in socially-responsible “Great Meetings,” Kimpton will continue to serve up perks that benefit “Great Causes.”

Vis-à-vis Creative remains a proud partner in delivering the message.

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The Adrian Awards attract more than 1,200 entries from 36 countries, and are considered the largest awards in the hospitality industry.

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About Kimpton:

San Francisco-based Kimpton Hotels & Restaurants is the first and leading collection of boutique hotels, throughout the United States and Canada. Founded in 1981 by Bill Kimpton, every Kimpton hotel features personalized guest services, comforting in-room amenities, specialty rooms and suites, and provides a range of exciting culinary experiences through affiliated top-rated destination chef-driven restaurants. Kimpton takes pride in its commitment to social responsibility and leads the hospitality industry in ecological practices through its innovative EarthCare programs. Privately held, Kimpton received the highest ranking in customer satisfaction scores by the Market Metrix Hospitality Index for the entire year of 2007, exceeding all other hotel companies, including those in both the luxury and upscale segment. Among the company's newest properties are the Hotel Monaco Alexandria and Jackson 20 restaurant in Virginia, which opened in January 2008, and the Hotel Palomar Los Angeles in Westwood and the adjacent BLVD 16 restaurant. Additional projects are underway in Florida, Philadelphia, Atlanta, Baltimore, Chicago and Virginia. For more information, please visit www.KimptonHotels.com or call 1- 800-KIMPTON.

About vis-à-vis Creative Concepts

Vis-à-vis Creative Concepts (www.visaviscreative.com) is a strategic marketing, advertising and design firm, based in Chicago, with a reputation for award-winning work that stirs the imagination and produces tangible results.